



DESIGN ELEMENTS OF DIGITAL NUDGES
AND EFFECTS ON CONSUMER BEHAVIOR:
A LITERATURE REVIEW

Seminar Thesis
of

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List of Abbreviations

BI	Business Intelligence
BPI	Business Process Intelligence
BPM	Business Process Management
DW	Data Warehouse
GT	Geogria Tech
PM	Process Mining

Abstract

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5 Conclusion

5.1 Summary of Findings

5.2 Limitations

5.3 Recommendations for future research

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Affidavit

I hereby declare that I have developed and written the enclosed seminar thesis entirely on my own and have not used outside sources without declaration in the text. Any concepts or quotations applicable to these sources are clearly attributed to them.

This seminar thesis has not been submitted in the same or substantially similar version, not even in part, to any other authority for grading and has not been published elsewhere. I am aware of the fact that a misstatement may have serious legal consequences.

Mannheim, 22. March 2019

Marvin Messenzehl