



Institut für Technologiemanagement

## Bachelor or Master Thesis

at the Institute of Technology Management



Universität St.Gallen

### Research field:

Different topics in the field of Smart Services/Digitalization/5G/IoT/  
Industry 4.0/Cloud manufacturing, etc.

From supply chains to production to customer experience, digitalization is transforming the economy and unleashing new opportunities for value creation. You are looking for an interesting topic for your thesis? Come and explore with us the exciting research field of how digitalization will affect industrial companies!

### Selected topics:

- Smart services – A empirical study of industrial firms.
- How to achieve digital business leadership? Organizational capabilities and business model configurations in the context of Industry 4.0.
- Digitalization a Hype? An empirical study.
- Everything-as-a-Service? Learning from Software and Manufacturing Companies.
- How do industrial firms create value in digital innovation? Innovation and knowledge management of digital products and services.
- From Internet of Things to the Economy of Things. A value-based approach.
- Digital value creation networks. A comparative analysis.
- M&A in the context of digitalization. A case study based work.
- etc.

### Our offer:

- Active involvement in current research activities
- Theoretical, empirical or case study based work
- Collaboration with leading international industrial companies
- Great working atmosphere in a young, motivated team
- No permanent attendance required

### Requirements:

- Advanced university studies in Business or Economics, (Industrial-) engineering, Computer science / Psychology and similar
- Independent, results-oriented and structured working method
- Interest in data and literature analysis depending on the topic
- Professional handling of MS Office, in particular MS Excel; STATA, Matlab, or similar knowledge advantageous

If you are interested, please  
contact:

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