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In the digital era, the capacity to scale is crucial for enterprise success. The old models, rigid in structure, falter under the rapid evolution of digital markets. It's essential for businesses to pivot, embracing models that are agile and scalable in the face of digital innovation. There is a pressing demand for strategies that address this gap, transforming scalability from a challenge into an opportunity. This Master Thesis will forge new paths in business model adaptability, focusing on the scalability of digital products within modern enterprises.

Adapting Business Models for Scaling Digital Products in Modern Enterprises

Your tasks:

- Investigate existing business models in various industries and their efficacy in the context of digital product scalability.
- Develop a set of criteria for assessing the adaptability of traditional business models to support digital product scaling.
- Design and propose a conceptual framework that facilitates the transition from traditional to digital-centric business models

Your profile:

- You are studying Business Engineering, Mechanical Engineering, Computer Science, or a related field,
- You have very good command of English, in written and spoken form,
- You are characterized by an independent and committed as well as careful and goal-oriented way of working, and
- You are proficient in the use of common MS Office programs.

What you can expect:

- Insights into the industrial and research sectors through collaboration with renowned companies and research partners,
- Engaging, challenging, and diverse tasks within a young, qualified, and dynamic team,
- The opportunity for flexible time management and independent work,
- A modern, collegial, and digital work environment,
- Space for creativity and your personal development.

We are looking forward to your application (**cover letter, CV, certificates**) to Franziska.Sommer@fir.rwth-aachen.de

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