



Master Thesis

Topic: Development of a phase model to build a digital, platform-based business model

Start: Immediately

Area: Business Transformation

Task:

Digital platforms such as AirBnB, ebay or facebook are now established business models. Many companies are considering whether to build their own platform or to settle onto an existing platform. However, there is a lack of scientific support for this, as methodologies for establishing platforms are largely unexplored. For this reason, this master thesis is dedicated to the investigation of existing platforms and their development. The goal of the thesis is a phase model that maps the steps involved in setting up a platform.

The following work packages are to be processed in detail:

- Research on existing literature on the development of platforms
- Case Studies of existing platforms
- Expert interviews with platform operators
- Development of a phase model to build a platform
- Documentation of the results

Requirements:

- Student(s) from the fields of mechanical engineering, industrial engineering,...
- Independence and reliability,
- Accurate workstyle,
- Good MS Office skills
- High level of commitment in finding suitable interview partners

If you are interested, please send your documents (short cover letter, curriculum vitae, certificates, current excerpt from the grade chart) in digital form to the e-mail address provided.

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