



## Master Thesis

**Topic:** Identification of relevant decision criteria for the construction of digital platforms for machine and plant manufacturers

**Start:** Immediately

**Area:** Business Transformation

### Task:

By maintaining established business models without taking digital trends such as platforms into account, companies run the long-term risk of losing their competitiveness. For the existence of many companies with established business models, it is therefore essential that they recognize and use the potential of digital platforms. Companies dealing with platforms often have problems deciding between platform types or the general question between founding their own platform or connecting to an existing digital platform. Despite the great impact of the decision on the success of the company, there is a lack of knowledge and experience at this point. For this reason, this master thesis is intended to be the first building block in the context of strategic decisions for companies with a platform option. The goal of the thesis is to identify relevant decision criteria of manufacturers when choosing a platform strategy.

The following work packages are to be processed in detail:

- Expert interviews with companies from the mechanical and plant engineering industry
- Identification of relevant decision criteria for strategic questions in the platform context
- Development of a decision tree for machine and plant manufacturers
- Documentation and summary of the results

### Requirements:

- Student(s) from the fields of mechanical engineering, industrial engineering,...
- Independence and reliability,
- Careful operation,
- Good MS Office skills
- Willingness to establish independent contacts with companies

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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