Thesis topics

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Topic overview: Selection recommendation

Selection recommendation

The proposed topics correspond to general subject areas, which will be specified in the thesis. We recommend that you choose topics that you can imagine yourself working on in the future or because you have a personal interest in the subject.

Topics: Digital Transformation

Digital Transformation

1. The effect of artificial intelligence (AI) on business idea development
2. The potential of digital technologies (technology-specific: artificial intelligence, blockchain, virtual/augmented reality, etc.)
3. Innovative organizations and their characteristics
4. The development of digitally compatible companies
5. The development of sustainable business models (innovations)
6. Bio-platforms and their applications
7. Conceptualization and effects of platforms
8. The effect of the circular economy on product, service and business model development (circular economy)
9. Product platforms in New Product Development
10. Agile product development with the help of platform models

11. Innovation management in process manufacturing and discrete manufacturing
12. Gamification strategies and their effects
13. Integration of AI in companies
14. Bioeconomy - development of business models and products
15. Sustainable product development through platform strategies: opportunities and challenges
16. Increasing efficiency and flexibility in product development: the use of platform technologies

Topics: Entrepreneurship

Entrepreneurship

1. The process of entrepreneurship negotiations

2. Entrepreneurial Finance - Strategies for attracting start-up investors

3. Design and process of entrepreneurship hubs and the effect on university spin-offs

4. Social entrepreneurship: conceptualization and effects

5. Sustainability in the startup context

6. New product or business model development in start-ups

7. Storytelling by founders

8. Opportunity recognition / The identification of business opportunities

9. Management Control in Entrepreneurship