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Bachelorarbeit / Masterarbeit

Artificial Intelligence and Data-Driven Business Model Innovation

Artificial Intelligence (AI) is a general-purpose technology that offers organizations far-reaching potential to solve existing problems and explore entirely new business opportunities. With ongoing technological advances in computing power, the increased availability of data, and the rapid growth of learning algorithms, AI empowers organizations to establish data-driven business models that provide innovative forms of value proposition, value creation and value capture. Moreover, as competition between organizations in the age of AI is no longer limited to classic product and service innovations, organizations require a structured overview of the possibilities and implications of data-driven business model innovations as well as starting points for the transformation from status quo business models towards data-driven business models.

To this end, the aim of this thesis is to provide an overview of possible characteristics and forms of data-driven business models and their components (i.e., value proposition, value creation and value capture). Due to the lack of a comprehensive and practice-oriented understanding of the associated possibilities of AI for business model development, data-driven business model archetypes and their exemplary application in practice shall be derived (and evaluated) with the help of a framework, model, or taxonomy. Methodologically, either inductive (e.g., qualitative interviews) or deductive (e.g., quantitative analysis) approaches are possible to investigate this research question. Besides, students are invited to contribute their ideas regarding the aspects to be studied or the research method used.

The thesis can be written either in German or English (preferred) language.

Empfohlene Einstiegsliteratur:

- Burström, Thommie; Parida, Vinit; Lahti, Tom; Wincent, Joakim (2021): AI-enabled Business Model Innovation and Transformation in Industrial Ecosystems: A Framework, Model and Outline for Further Research. In: Journal of Business Research 127 (1), S. 85–95.
- Corea, Francesco (2017): Artificial Intelligence and Exponential Technologies: Business Models Evolution and New Investment Opportunities. In: Springer International Publishing, S. 1–45.
- Lee, Jaehun; Suh, Taewon; Roy, Daniel; Baucus, Melissa (2019): Emerging Technology and Business Model Innovation: The Case of Artificial Intelligence. In: Journal of Open Innovation: Technology, Market, and Complexity 5 (3), S. 1–13.

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