



## Bachelorarbeit / Masterarbeit

### Digital Business Strategy in the Age of Artificial Intelligence

The use of Artificial Intelligence (AI) in organizations is transitioning from small prototypes to real-world applications. Owing to its disruptive potential, AI heralds the next phase of transformation for many organizations. On the one hand, AI eliminates established forms of value proposition, value creation and value capture, but on the other hand, AI also enables entirely new business models. To succeed with AI in the digital age and sustainably strengthen and even optimize their competitive position in the market, organizations must integrate the technology centrally into their digital business strategy and harmonize it with existing processes. At this level, an AI-specific digital business strategy constitutes all types of measures to secure the future existence of a business (i.e., ensure financial stability, carry on operations, satisfy customers, and achieve desired goals). However, as AI becomes more prevalent in practice, organizations face the problem of determining the key building blocks of a compatible digital business strategy (i.e., courses of action or set of decisions) to comprehensively accomplish the use of AI.

To address this issue, the aim of this thesis is to restructure digital business strategy concepts in the age of AI to help organizations successfully launch the technology for their own business. With a business strategy outlining the plan of action to achieve the corporate vision and set objectives in order to guide decision-making processes, necessary components of an AI-specific digital business strategy shall be identified and put into relation to one another. 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:

- Bharadwaj, Anandhi; El Sawy, Omar A.; Pavlou, Paul A.; Venkatraman, N. (2013): Digital Business Strategy: Toward a Next Generation of Insights. In: MIS Quarterly 37 (2), S. 471-482.
- Kitsios, Fotis; Kamariotou, Maria (2021): Artificial Intelligence and Business Strategy towards Digital Transformation: A Research Agenda. In: Sustainability 13 (4), S. 1-14.
- Lichtenthaler, Ulrich (2020): Building Blocks of Successful Digital Transformation: Complementing Technology and Market Issues. In: International Journal of Innovation and Technology Management 17 (1), S. 1-14.

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