

Topic: Artificial Intelligence in Business Models: A practical guideline for SMEs

Start: Immediately (duration approx. 5-6 months)

Location: Flexible

Supervisors: Martin Glinik and Julian Widhalm

PROBLEM DEFINITION AND GOAL:

The integration of artificial intelligence (AI) into business models is a young and rapidly evolving field of research. While initial theoretical approaches and isolated case studies exist, systematic analyses and practical guidelines for small and medium-sized enterprises (SMEs) are still lacking. Rapid technological progress further intensifies this gap: technologies advance quickly, yet scientifically grounded knowledge on the efficient and sustainable implementation of AI in business models remains fragmented. This master thesis aims to develop a practical guideline for helping SMEs to integrate AI into their business models. Building on a review of current literature and real-world use cases from the DACH region, the thesis explores how companies have implemented AI across the nine elements of the Business Model Canvas. Combining illustrative examples and key questions for each business model element, the final guideline will offer SMEs a clear, practice-oriented guide to effectively leverage AI in their business model.

TASKS:

- Conduct a literature review to understand the foundations of AI in business models.
- Identify appropriate use cases from companies in the DACH region.
- Analyse and evaluate the use cases and integrate into the Business Model Canvas.
- Develop a comprehensive guideline based on the illustrative example and derive key questions for integrating AI into business models.
- Summarize the findings into a master thesis.

Requirements: Courses General Management and Organisation, Business Model Management, and Technology Management desired but not mandatory

Field of Study: preferably Mechanical Engineering and Business Economics, Production Science and Management, or Software Engineering Management

Compensation: 3.000,00 €

More information: martin.glinik@tugraz.at, julian.widhalm@tugraz.at

Curious? To apply for this master thesis, please send us your detailed application (CV & Transcript of Records) via e-mail. We are looking forward to your application!