

Topic: Challenges in Technology Management: A Survey among Practitioners in Austria

Start: Immediately (duration approx. 5-6 months)
Location: Flexible
Supervisors: DI Dr.techn. Thomas Draschbacher

PROBLEM DEFINITION / GOAL:

Technology Management is a key function in all technology companies. It involves the identification, selection, exploitation, acquisition and protection of technologies and technological knowledge. Whilst the pace of technological development and the complexity of technologies have gradually increased over the last years, the methods and tools that many companies apply in technology management have remained largely unchanged. As a consequence, many companies have difficulties in finding the right balance between existing and new technological competencies.

Although these developments are well known from the broader scientific literature, we do not really have an understanding of what are the particular challenges in technology management that companies in Austria face. Therefore, the goal of this master thesis is to conduct a survey among Austrian technology companies to create a clear picture of these companies' most pressing challenges in technology management.

TASKS:

- Collect topics discussed in current scientific technology management literature together with the supervisor
- Define survey questions based on the collected topics
- Set up a survey tool and conduct a pilot study
- Iteratively improve the survey and send it out to practitioners
- Actively use multipliers such as social media, industry associations and networks to maximize the number of participants
- Analyse the results
- Write up the results in a report and a Master Thesis

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

Language: German skills necessary (C1)

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

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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!