

Topic: An analysis and characterization of existing and new innovative business models in the mobility sector

Start: Immediately (duration about 5-6 months)

Location: Graz

Supervisors: Florian Ratz (UFO), Thu Trang Nguyen (FTG)

Problem definition / goal:

The automotive industry is facing unprecedented change, but so is the transportation industry, or in short, the mobility sector in general. Numerous factors, such as new technologies or regulations, are affecting the shift towards more sustainable passenger mobility and freight transportation to a varying extent. Existing business models (BMs) are being critically scrutinized and, in addition, the mobility sector is seeking for new BMs that are able to tackle the most likely upcoming challenges. In this thesis you will deal with and analyze business models in the mobility sector with the aim to scientifically publish the findings at the end. The collaborative publication(s) will be led by the supervisors.

Tasks:

- Systematic literature research of existing and new innovative BMs in the mobility sector
- Analysis and characterization of the identified BMs by using the Business Model Canvas
- Gathering empirical data by conducting a survey
- Summarize all results and contribute to one/two scientific publications

Requirements: Courses General Management and Organisation, Business Model Management, and Technology Management desired but not mandatory; Knowledge or experience of the mobility sector is an asset

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

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Have we aroused your curiosity? Then please send us your detailed application (CV & Transcript of records). We are looking forward to your submission!