
Topic: New Added Services and Business Models of Photonic Companies

Start: Fall 2022 (duration approx. 6 months)

Location: flexible (Graz/Weiz)

Supervisor: Stefan Vorbach **Co-Supervisor:** Florian Ratz and Camilla Reis

Problem statement/goal:

For the improvement of cluster management excellence and the strengthening of the competitiveness of SMEs operating businesses in photonics it is necessary to foster a better understanding of the current state of services offered by members of the project consortium. Therefore its also necessary to identify innovative offerings and business models within the photonics industry and beyond.

Tasks:

- Analysis of the current state of services offered by the members of the project consortium. Each partner of the consortium will be analyzed in terms of services they currently provide, including quantitative details of the achieved impact together with an individual qualitative value proposition for the services currently offered to their members.
- Services of other well-established and successful clusters will be explored. Competitive analyses will be performed comparing the information provided by the members of the consortium with services that other well-established and successful clusters offer to their members
- Design of potential new offerings and corresponding business models.

Requirements: Courses Unternehmungsführung und Organisation or General Management and Organization, Technology Management recommended but not mandatory

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

Payment: between € 2.000,00 and € 3.000,00

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