

Master Thesis

Topic: Emerging Business Models in the Metaverse – Literature Review and Examples

Start: as of now (duration approx. 6 months)

Supervisor: Christiana Ropposch

Problem statement/goal:

The Metaverse is an online 3D world enabled by digital technologies like artificial intelligence or smart devices. People interact and engage in this parallel world, mainly for leisure purposes. As the interests grow, the Metaverse also raises the attraction for business purposes. For example, Facebook already build their future on this idea, and other companies like Google or Microsoft have shown interest on it. Thus, it would be interesting to investigate in 1) business models of companies already using the Metaverse for business purposes and 2) identify possibilities the Metaverse offers for companies.

Tasks:

- Systematic literature review on the topics Metaverse and Metaverse business models
- Analysis of the investigated literature in order to identify characteristics of Metaverse business models
- Gathering empirical data of companies that already implemented Metaverse business models
- Summarize all results and contribute to at least one scientific publication

Requirements: Courses Unternehmensführung und Organisation/General Management and Organization and Business Model Management recommended but not mandatory

Field of study: preferably Software Engineering and Management, Wirtschaftsingenieurwesen-Maschinenbau, Production Science and Management

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