

Business Models in Mobile Health and Wellbeing

PROBLEM STATEMENT/GOAL OF THE THESIS:

Digitalization and digital technologies offer tremendous opportunities for companies and consumers alike. The consequences of the digitization are an increasing effect on every industry. The most affected industries are media and telecommunication, but also the healthcare and wellbeing industry becomes increasingly digital. The patient shifts his role and takes more responsibility in healthcare issues by taking a participatory role in diagnosis and treatment. This participatory role is also taken by parents or parents to be to observe the health and wellbeing of their unborn baby and continues when the baby is born. Since now, research on healthcare and wellbeing applications mainly concentrates on technical challenges and the adoption of such applications, but the description of business models is rather unclear. Thus, the goal of the thesis is to search for business models and business model patterns in the healthcare and wellbeing industry, especially in the mom and baby healthcare segment. Therefore, existing business models of start-ups should be analysed and a cluster analysis should be conducted in order to identify patterns of business models in that business segment.

TASKS:

- Literature search about business model patterns and platform development in the mobile health and wellbeing industry, especially the mom and baby healthcare business segment
- Analysis of mom and baby healthcare business models based on the qualitative content analysis
- Quantitative cluster analysis to identify patterns of business models
- Description of the business model patterns derived from the cluster analysis
- Scientific publication

INFORMATION:

Start: Immediately

Duration: 5-6 months

Supervisor: Christiana Müller

Requirements: Interest in scientific research and paper writing

Field of study: preferred Wirtschaftsingenieurwesen-Maschinenbau, Software-Engineering and Management

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