

TITLE: Data-Driven Business Model Innovation: Types of Intermediaries to Overcome Barriers

Data are becoming increasingly important to firms across industries. For service as well as product industries large opportunities are arising regarding new ways of value creation and capturing. Consequently, changes in the firms' business models become necessary. For this data-driven business model innovation, corporations face different barriers. Some of them are the same for product and service industries; others differ between industries. As a way to overcome some of these barriers, we identified the use of intermediaries.

The proposed master thesis' aim is to examine different types of intermediaries known from the literature (literature review) as well as new ones (by semi-structured interviews). The final result is supposed to be a typology of intermediaries, which one fits for what kind of industry and which of the related barrier(s). Beside intermediaries known from the literature, also new ones are supposed to be identified. Therefore, semi-structured interviews need to be conducted by the master student, which need to be transcribed and coded to come up with the results.

The master thesis should be written in English and has a scope of about 50 pages. We offer close supervision of the thesis and strong support while conducting the interviews as well as the transcription and coding process.

Please contact: tim.mosig@hhl.de