UNIVERSITÄT PADERBORN

SICP Software Innovation Campus Paderborn

TOPIC FOR A BACHELOR OR MASTER THESIS

DEVELOPMENT AND EVALUATION OF SOFTWARE TOOLS FOR BUSINESS MODEL INNOVATION

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Motivation

The continuous innovation of its business models, which can be defined as the rationale of how the organization creates, delivers, and captures value, is an important task for a company to stay competitive. This is one of the results of the GE Innovation Barometer 2018, a study with over 2000 business executives. In this study, 64% of these executives have the “difficulty to define an effective business model to support new ideas and make them profitable. While a lot of research has been done in the subjects, there are still many open research questions regards the software tool support for such business model development processes (Veit et al. 2014, Szopinski et al. 2019).
In this subject area, there are various open Bachelor and Master thesis topics, which deal with the systematic development and evaluation of software tools for business model development. The plan for each topic is to extend our current business modeling called BMDL Feature Modeler (Gottschalk et. al, 2020). All topics can be written in German or English.

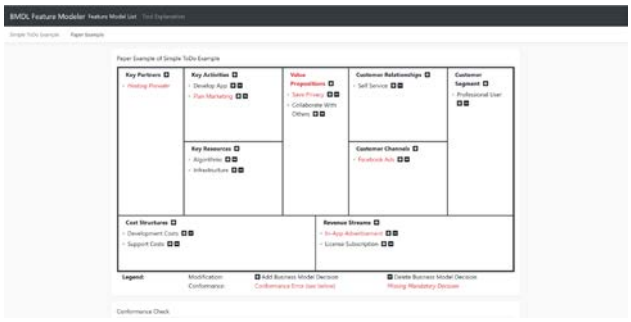

Fig. 1: BMDL Feature Modeler @ https://github.com/SebastianGTTS/bmdl-feature-modeler

Possible Topics

- Digitalization of Business Models through Transformation Pattern
- Crowd-based Validation of Business Models
- Dynamic Evaluation of Business Model Outcomes
- Creativity Support for Business Modeling Processes
- …

If you are interested in one of the above-mentioned topics or have your own topic suggestions, feel free to contact us!

Literature

- Veit, D., Clemons, E., Benlian, A. et al. Business Models. Bus Inf Syst Eng 6, 45–53 (2014). https://doi.org/10.1007/s12599-013-0308-y
- Szopinski, D., Schoormann, T., John, T. et al. Software tools for business model innovation: current state and future challenges. Electron Markets (2019). https://doi.org/10.1007/s12525-018-0326-1
- Gottschalk, S., Rittmeier, F., Engels, G. Hypothesis-driven Adaptation of Business Models based on Product Line Engineering. Proceedings of the 22nd Conference on Business Informatics (2020). pp. 134-143. https://doi.org/10.1109/CBI49978.2020.00022

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