

## Seminar on Value of IS for Business Models in a digitized World

Students shall learn how to write a scientific research paper. This includes how

- to structure a text,
- to develop an appropriate research design including research methods and research questions,
- to gather data and to analyze data,
- to present findings and discuss the findings,
- to ensure a theoretical and practical contribution, and
- thereby creating an original piece of research

The seminar is open for all students being interested in the questions how IS can create value for firms (with specific focus on digital business models).

Students can choose own topics within the borders of "Value of IS". We welcome inductive as well as deductive research. Therefore, all research methods are welcome. Further, as we are a university of applied science, we also welcome the development of prototypes.

**The seminar could be a first step towards your bachelor thesis.**

### Topics include but are not limited to<sup>1</sup>:

- Economics of information / communication goods and service networks
- Business models for information goods
- Internet Economics
- Adoption of Cloud Computing
- Electronic markets efficiency and mechanism design
- Economics of mobile services
- Decision-making in electronic markets
- Business Value of IT projects and programs
- Online auctions
- Platform competition, standards and multi-sided networks
- Predictive modeling and analytics in economics of IS
- Economics of the sharing industry
- Economics of crowd-working
- Supply Chain Collaboration
- Supply Chain Networks
- Supply Chain Management

**See next page for further topic / themes.**

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<sup>1</sup> See „<http://www.ecis2016.eu/files/downloads/Tracks/T03.pdf>“ and „<http://www.ecis2016.eu/files/downloads/Tracks/T10.pdf>“.

#### The use of the business model concept by ICT-driven firms

- Innovation of business models through ICT
- Interrelationships of 'fit' between ICT, organization, business model, and performance
- Industry-specific classification schemes of business models (e.g. social media business model types)
- Interplay of different business model components and their configuration (e.g. product-market fit: Value proposition and customer needs)
- Business model validation: Novel ICT-driven approaches to validate hypotheses about different business model components (e.g. A/B tests, lab and field experiments)
- Evaluation and simulation of new or existing business models
- Development of tools and languages for the description and simulation of business models
- Modeling the relationship between business models and business process models

#### Development and evaluation of new business models in the era of

- social media,
- sharing economy,
- smartphones,
- platform-mediated services on two-sided/many-sided markets,
- crowdsourcing,
- electronic payments (e.g. Google Wallet), currencies (e.g. Bitcoin) and technologies (e.g. mobile, social, ...),
- open data,
- big data analytics,
- cloud computing and software-as-a-service

#### Digital transformation of business models

- from online to mobile world
- from traditional to multichannel/omnichannel world
- from on-premise to cloud products and services

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