Bosch Internet of Things Lab
A Cooperation of HSG, ETH Zurich and Bosch

Institut für Technologiemanagement
Universität St.Gallen

ETH
Eidgenössische Technische Hochschule Zürich
Swiss Federal Institute of Technology Zurich

April 2019

Master Thesis – Digital Platforms for Two-Sided Markets: An Analysis and Classification of Industrial Platforms

In the last two decades powerful digital platforms such as Amazon, Uber or Airbnb have emerged in the B2C domain. These platforms act as digital mediators in multi-sided markets to facility transactions between two or more parties such as drivers and riders. In the realm of B2B, digital platforms such as Ariba, Klöckner or Instafreight are emerging in various domains. However, these B2B two-sided market platforms often receive far less attention, despite the fact that they have the potential to disrupt existing industries.

Are you eager to investigate the disruptive phenomenon of industrial two-sided market platforms? Do you aim to write a high-class and industry-relevant master thesis? We are looking for you! We expect you to address and answer the following points:

a) Conduct a thorough literature review on (industrial) two-sided markets platforms

b) Provide a concise overview of different taxonomies of digital B2B (industrial) platforms

c) Identify and classify leading B2B platforms (> 20 Platforms)

d) Conceptualize fundamental (business model) patterns of these digital B2B platforms

Who are we?

The Bosch IoT Lab is a cooperation of Robert Bosch GmbH, University of St. Gallen (HSG) and ETH Zurich. The lab is part of one of the leading Internet of Things research networks. We are exploring the Internet of Things in domains such as "Mobility", "Industry", "Energy" and "Health", both from a technology as well as a business perspective. Our work aims to be rigorous – with impact in the related scientific communities – and relevant for Bosch.

Whom are we looking for?

You have a strong interest in technology-based innovation. You are a master student at the University of St. Gallen or ETH Zurich.

If you are interested, please send us your CV, university transcripts, and your planned availability via e-mail.

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