

Application Deadline: 4th August 2019

CALL FOR MASTER THESIS

Language: English

Referent: Ass. Prof. Dr. Felix Wortmann

Institute of Technology Management (ITEM-HSG)

Chair of Operations Management

Topic: Stock price implications of announcing product-as-a-service business models

Digitalization is an undisputed source of fundamental innovation and opens up manifold growth opportunities. Leading manufacturing companies have extended their technical capabilities and altered their business model significantly. More specifically, they have provisioned **product-as-a-service** business models. Product-as-a-service is a business model which provides an outcome (i.e. flying hour) rather than selling a product (i.e. selling the turbines).

Of interest is how the stock market reacts to publicly listed firms announcing they want to introduce a new product-as-a-service offering.

Tasks

- Event study research
- Quantify share price reaction of companies announcing product-as-a-service business models
- Discussion of findings and documentation

What do we offer?

- Active involvement in current research activities and active supervision
- Great working atmosphere in a motivated team

Whom are we looking for?

- Writing the master thesis within the next 6 months
- Interest in mathematical, financial and accounting questions
- Advanced excel and programming knowledge
- Very good language skills in English

If the call found your attention, please contact me attaching CV, short statement of motivation as well as a current transcript of records (Bachelor and Master) to claudio.lamprecht@unisg.ch.