

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: Product-as-service - financial considerations

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). However, many firms struggle to effectively deploy these business models.

One reason are the uncertainties regarding the financial implications. Hence, the thesis should outline financial considerations and their respective handling.

Tasks

- Case study research with leading manufacturing companies
- Conduct interviews to outline financial implications (cash flow differences, balance sheet implications, etc.) and their respective management (captive finance company, etc.)
- Discussion of findings and documentation

What do we offer?

- Active involvement in current research activities and active supervision
- Cooperation with a leading international industrial company
- Great working atmosphere in a motivated team

Whom are we looking for?

- Writing the master thesis within the next 6 months
- Interest in financial and accounting questions
- Advanced excel 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.