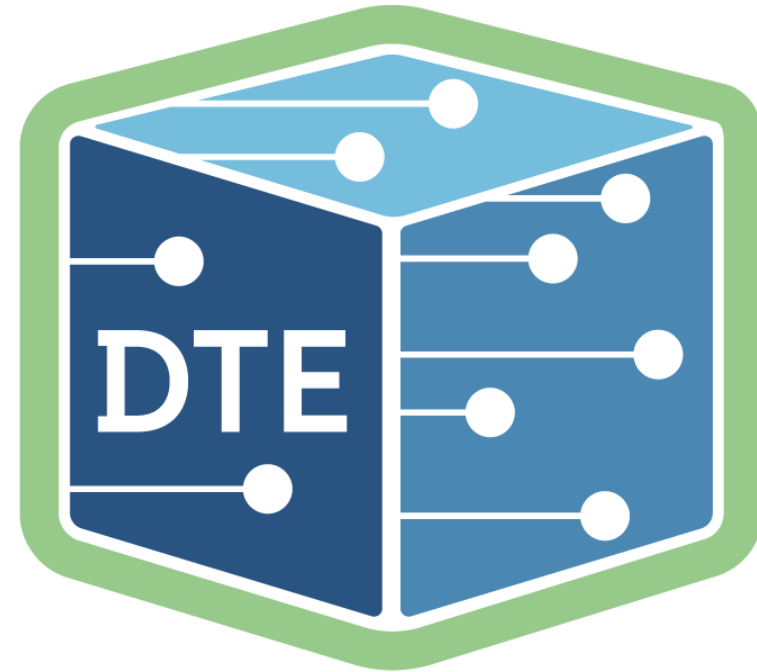


Theses topics *WS 2026/27*

Prof. Dr. Benedikt Schnellbacher
Chair for Digital Transformation and
Entrepreneurship



Agenda

1 Selection Recommendation

2 Digital Transformation

3 Entrepreneurship

Agenda

1

Selection Recommendation

2

Digital Transformation

3

Entrepreneurship

Selection Recommendation

The suggested topics correspond to general subject areas, which will be further specified as part of the thesis.

We recommend choosing topics that appeal to you, either because you can see yourself working in that field in the future or because you are personally interested in the topic.

Agenda

1

Selection Recommendation

2

Digital Transformation

3

Entrepreneurship

Digital Transformation

We ask that you define your topic preferences as broadly as possible
(e.g., not two topics from the field of artificial intelligence or two platform-related topics),
so that we can make better use of our mentoring resources!



Platforms & New Product Development

1. Platform Technologies for Product Development
2. Conceptualization and effects of platforms
3. Control mechanisms of platform models



AI in Sales

4. Acceptance of AI-Based Decisions in B2B Sales
5. AI Autonomy and Moral Responsibility in Sales
6. Customer Relationship in AI-Supported Sales



Digital Finance

7. Digital Transformation of VC Due Diligence
8. Fintech Platforms and Startup Financing
9. Financing of Deep Tech Startups



AI in Organizations

10. AI in Business Idea Development
11. AI in Work and Organizational Processes
12. AI and Employee Work Practice



Your Own Topic

Please note that, in addition to the predefined topics, we always consider student proposals for theses.

Agenda

1 Selection Recommendation

2 Digital Transformation

3 Entrepreneurship

Entrepreneurship

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Deep Tech

- 13. Management of Deep Tech Companies
- 14. Deep Tech Entrepreneurship (AI, robotics, biotech)
- 15. Biological Platforms and their Application Areas



Strategic Entrepreneurship

- 16. Strategic Entrepreneurship and AI
- 17. Strategic Entrepreneurship under uncertainty



Opportunity Recognition

- 18. The Identification of Business Opportunities
- 19. Resource Orchestration as Competitive Advantage



Venture Building

- 20. Digital Technologies in New Venture Development
- 21. AI Adoption in Startups



Entrepreneurial Finance

- 22. Corporate vs. Independent Venture Capital
- 23. Business Angel Signaling & Follow-on VC Financing
- 24. Determinants of Equity Crowdfunding Success



Your Own Topic

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