Master Thesis

"The Role of AI in Strategic Management: A Systematic Literature Review"

Background

About six years ago, less than 10% of organizations adopted any form of AI. Today, about 80% use it in their day-to-day business activities (Meissner and Keding 2021). According to Gartner's results of the 2022 CIO agenda, it is one of the main technologies organizations have already or are planning to deploy in 2022. Today AI is increasingly used in a wide range of strategic tasks (Keding 2021) and there was a growing interest in research about the transformation of organizations through AI (Krogh 2018). Hence, research has already shown that AI creates for organizations value today mainly through four sources: decision support, customer, and employee engagement; automation; and new products and services (Borges et al. 2021). However, the field of strategic management research and AI is evolving very quickly with exponentially increasing publications since the last decade (Keding 2021). Consequently, there is much potential to systematically analyze and classify especially newer research in this field.

Introductory Reading

- Borges, Aline F.S.; Laurindo, Fernando J.B.; Spínola, Mauro M.; Gonçalves, Rodrigo F.; Mattos, Claudia A. (2021): The strategic use of artificial intelligence in the digital era: Systematic literature review and future research directions. In International Journal of Information Management 57, p. 102225
- Keding, Christoph (2021): Understanding the interplay of artificial intelligence and strategic management: four decades of research in review. In Manag Rev Q 71 (1), pp. 91–134.
- Krogh, Georg von (2018): Artificial Intelligence in Organizations: New Opportunities for Phenomenon-Based Theorizing. In Academy of Management Discoveries 4 (4).
- Meissner, Philip; Keding, Christoph (2021): The Human Factor in AI-Based Decision-Making. In MIT Sloan Management Review.

Tasks and Goals

This master thesis is closely related to the current research of the chair and includes:
- **Deep literature review** analyzing the **development and current state of research** about **AI and strategic management**
    - Identifying and collecting articles in influential peer-reviewed management journals
    - Systematically reviewing and categorizing research and developing a coherent literature structure
    - Using/developing a framework to classify and synthesize existing literature and its concepts
    - Assessment of the research's impact and evaluating future research potentials

Requirements

- Good English skills
- Independent, reliable, and diligent working style with attention to detail
- Participation in the lecture *Strategies in Multinational Enterprises (MNEs)*

Details

- Supervisors   Prof. Dr. Thomas Hutzschenreuter and Franziskus Perkhofer, MSc
- Start   Flexible / As of now
- Working time   6 months

Contact

If you are interested in writing your thesis at our chair or have questions on this topic, please contact Franziskus Perkhofer (franziskus.perkhofer@tum.de). Please send an email, including a tabular CV and current transcript of records (as one PDF file), to apply for a master thesis. We are looking forward to working with you!