



Master Thesis

“Using Technological Tools for Strategizing: A Systematic Literature Review”

Background

The last two decades can be undoubtedly described as decades of technological innovation and advances. Beginning from the global triumphal march of the internet with its individual applications which are standard today (search engines, online shopping, ...) to smartphones and their corresponding apps over to the massive generation, use, and analysis of data with its related technologies (data analytics, artificial intelligence, blockchain, process mining, ...) to name some. These technologies significantly changed the way organizations do business today and potentially also how executives make strategic decisions within the strategizing process. Older “classical” tools like PowerPoint help strategists to visualize content (Knight et al. 2018), whereas newer tools potentially support them in more advanced ways like business analytics techniques for topic modeling (Pröllochs and Feuerriegel 2020), using process mining for a better data-based decision-making (Zerbino et al. 2021), or blockchain-based smart contracts for automating decisions (van Rijmenam et al. 2017). The aim of the thesis is to gather deeper insight into the state of research for using technology for strategizing.

Introductory Reading

- Knight, Eric; Paroutis, Sotirios; Heracleous, Loizos (2018): The power of PowerPoint: A visual perspective on meaning making in strategy. In *Strat Mgmt J.* 39 (3), pp. 894–921.
- Pröllochs, Nicolas; Feuerriegel, Stefan (2020): Business analytics for strategic management: Identifying and assessing corporate challenges via topic modeling. In *Information & Management* 57 (1), p. 103070.
- van Rijmenam, Mark; Schweitzer, Jochen; Williams, Mary-Anne (2017): A Distributed Future: How Blockchain Affects Strategic Management, Organisation Design & Governance. In *Proceedings* (1), p. 14807.
- Zerbino, Pierluigi; Stefanini, Alessandro; Aloini, Davide (2021): Process Science in Action: A Literature Review on Process Mining in Business Management. In *Technological Forecasting and Social Change* 172, p. 121021.

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 **using technological tools** (i.e., visualization software like PowerPoint, process mining like Celonis, or other business analytics tools)
 - Identifying and collecting articles in influential peer-reviewed management journals
 - Systematically reviewing and categorizing research and developing a coherent literature structure
 - Using existing/developing a new framework to classify and synthesize 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!