

AUFTAKT- VERANSTALTUNG

FÜR ABSCHLUSSARBEITEN AM LEMEX
WISE 2024/25



27.09.2024

Dr. Thomas Baron

LEMEX 

1

Grundlagen

2

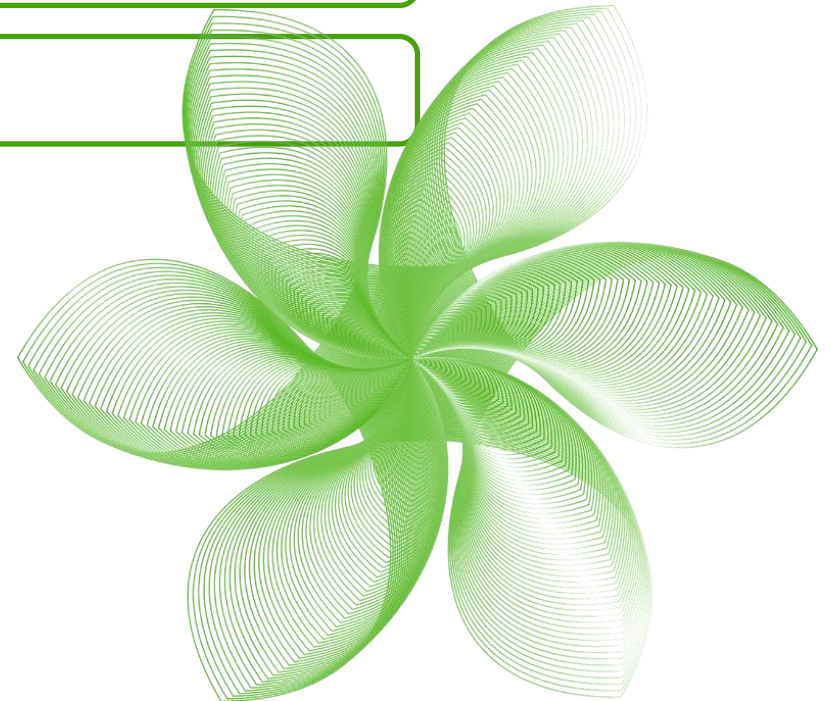
Ablauf des Betreuungsprozesses

3

Themenbereiche

4

Fragerunde



	Bachelorarbeit	Masterarbeit
Form	Einzelarbeit	Einzelarbeit
Umfang	30 Seiten	60 Seiten
Bearbeitungszeit	9 Wochen	15 Wochen
Sprache	Deutsch/Englisch	Deutsch/Englisch
Betreuungsformat	Individuelle Betreuung und ein Meilensteintreffen, ggf. Workshop „Systematische Literaturanalyse“	Individuelle Betreuung und ein Meilensteintreffen

Bachelorarbeit

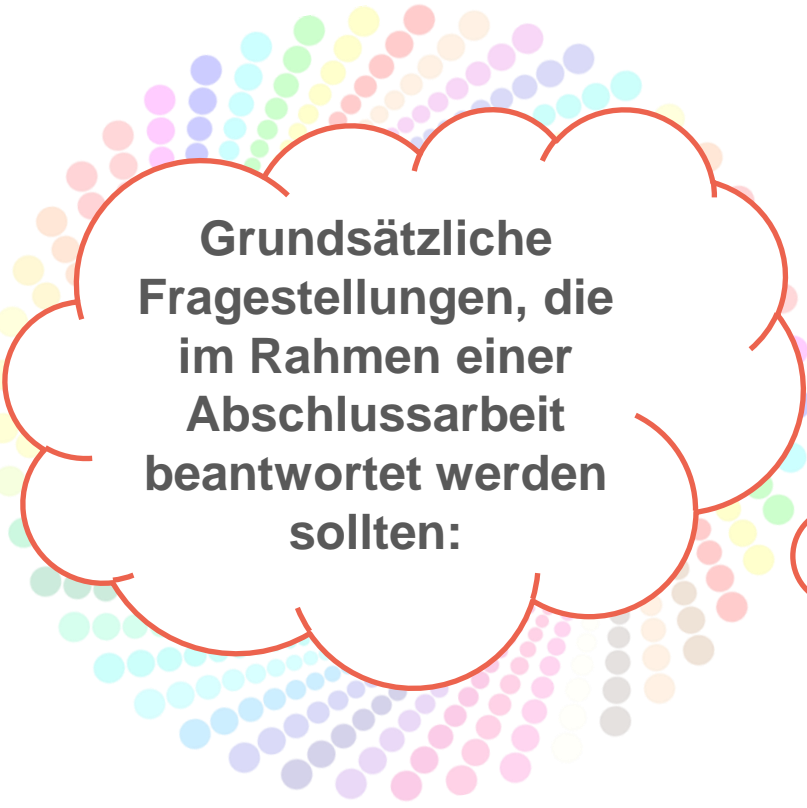
Qualitative empirische Arbeit
oder
systematische
Literaturanalyse



Masterarbeit

Qualitative empirische
Arbeit





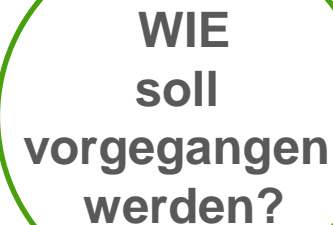
Grundsätzliche Fragestellungen, die im Rahmen einer Abschlussarbeit beantwortet werden sollten:



WAS
soll erfasst
werden?



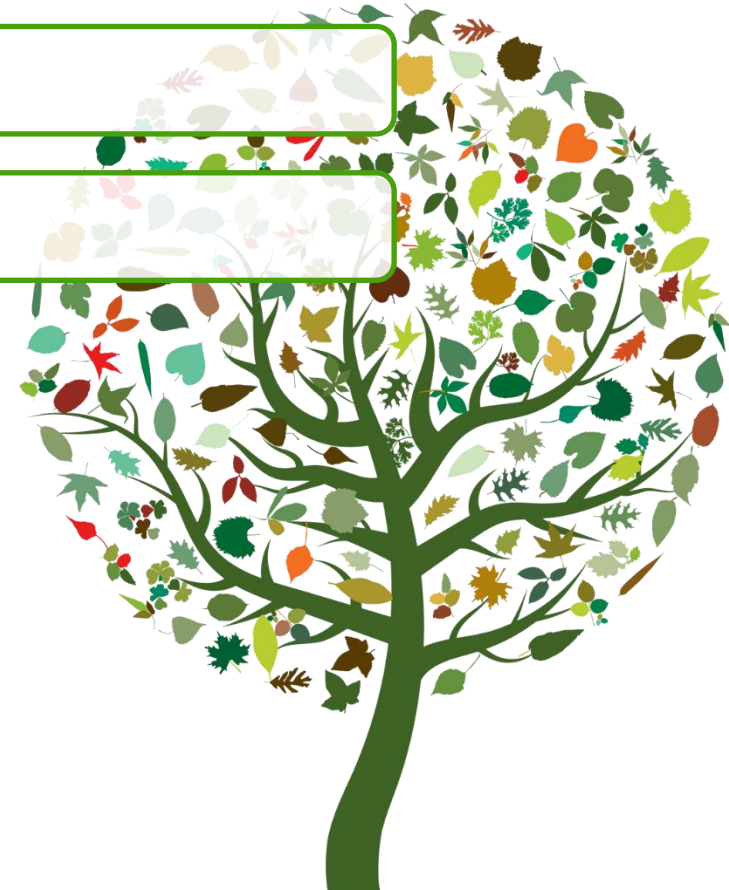
WARUM
soll es erfasst
werden?



WIE
soll
vorgegangen
werden?

- Hinweise und nähere Details zur inhaltlichen und formalen Gestaltung:
 - [LEMEX-Leitfaden](#)
 - [Word-Vorlage](#)

- 1 Grundlagen
- 2 Ablauf des Betreuungsprozesses**
- 3 Themenbereiche
- 4 Fragerunde



Prof. Dr. Jörg Freiling

Universität Bremen
Fachbereich 7 (WiWi)
Wirtschaftswissenschaft

lemex@uni-bremen.de
<https://www.uni-bremen.de/lemex/>



Abschlussarbeiten WiSe 2024/25

Allgemeine Informationen

Name, Vorname	
E-Mail	
Studiengang, Fachsemester	
Matrikelnummer	
Bisherige Vertiefung	Bachelor: <input type="checkbox"/> Gründungsmanagement I <input type="checkbox"/> Gründungsmanagement II <input type="checkbox"/> Gründungsmanagement III <input type="checkbox"/> Projekt IEM ² I – Gründungsmanagement <input type="checkbox"/> Projekt IEM ² VI – future concepts bremen – innovative Praxisprojekte <input type="checkbox"/> Seminar – future concepts bremen – Fallstudien aus der Praxis Master: <input type="checkbox"/> Proseminar Gründungs- und Mittelstands-Management <input type="checkbox"/> Hauptseminar Gründungs- und Mittelstands-Management III <input type="checkbox"/> Projekt Gründungs- und Mittelstandsmanagement VI - Current Issues in Entrepreneurship Research <input type="checkbox"/> Entrepreneurial Ecosystems <input type="checkbox"/> Sonstige _____
Studiensabschluss	<input type="checkbox"/> Bachelor <input type="checkbox"/> Master <input type="checkbox"/> Sonstige _____

Themenbereich bzw. Thema

Präferenz 1	
Präferenz 2	
<i>Motivation für die gewählte Präferenz, Formulierung und Kurzbeschreibung eines eigenen Themenvorschlags</i>	

Deadline:
02. Oktober. 2024
(10:00 Uhr) per E-Mail an:
lemex@uni-bremen.de



Bewerbungsformular: <https://www.uni-bremen.de/lemex/lehre/abschlussarbeiten>

- **Schritt 1:**

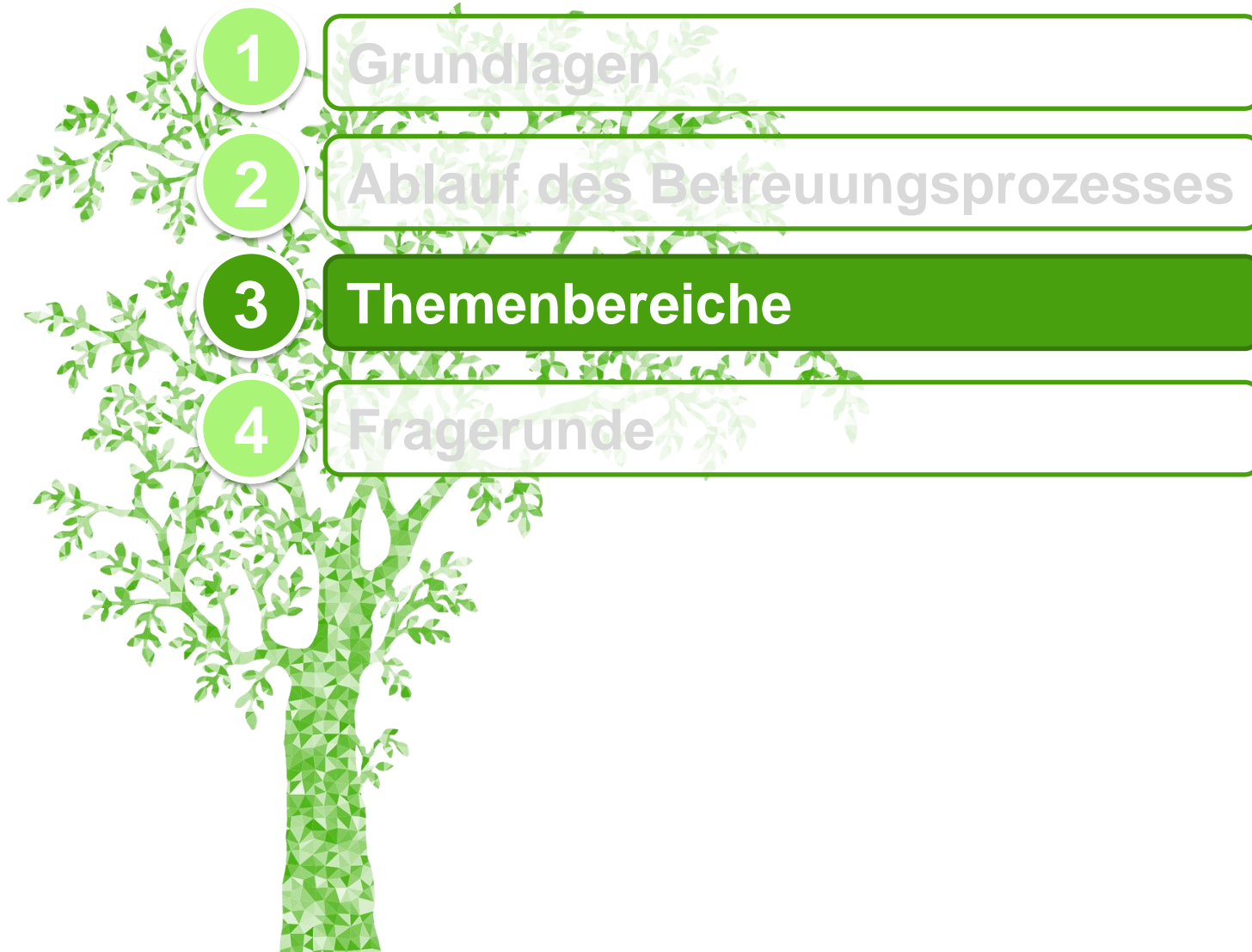
- ✓ Abgabe des Kontaktformulars bis zum **02. Oktober (10:00 Uhr)**
- ✓ Ansprechpartner/in nimmt Kontakt mit Studierenden auf
- ✓ Terminierung eines ersten gemeinsamen Treffens bis zum **11. Oktober 2024**
- ✓ Ausarbeitung (mindestens) eines Themenvorschlags

• Schritt 2:

- ✓ Erstellung eines Exposés auf Basis des Themenentwurfs
 - Umfang der schriftlichen Ausfertigung:
 - Bachelorarbeit max. 500 Wörter
 - Masterarbeit max. 750 Wörter
- ✓ Übersendung des Exposés bis zum **12. November 2024 (12:00 Uhr)** an Ansprechpartner/in
- ✓ Diskussion des Exposés beim Meilensteintreffen am **18. November 2024**
- ✓ Das **Meilensteintreffen**:
 - (Einzel-) Besprechung zusammen mit Herrn Prof. Freiling und der/dem Ansprechpartner/in
 - Zeit: genaue Uhrzeit wird von Ansprechpartner/in mitgeteilt
 - Ort: WiWi 1, Raum A 2160
 - Dauer: 20-30 Minuten
 - Gegenstand: Abstimmung von Titel und Inhalt der Arbeit und Anmeldung beim Prüfungsamt

Ablauf des Betreuungsprozesses

Termin	Inhalt	Ergänzung
27.09.2024	Auftaktveranstaltung	
02.10.2024	Abgabe des Kontaktformulars (bis 10:00 Uhr)	
bis 11.10.2024	Individuelles Treffen mit dem/der Ansprechpartner/in	➤ Besprechung eines Themenentwurfs und der weiteren Vorgehensweise
21.10.2024	Workshop 1: Systematische Literaturanalyse	➤ Nur für Bachelorstudierende, die eine systematische Literaturanalyse durchführen.
12.11.2024	Einreichung des Exposés	
18.11.2024	Meilenstein-Treffen Besprechung des Exposés und Anmeldung der Arbeit	➤ Vertiefungsgespräch zusammen mit Herrn Prof. Freiling und Ansprechpartner/in ➤ Unterzeichnung des Anmeldeformulars durch Herrn Prof. Freiling
Abstimmung nach Themenwahl	Workshop 2: Systematische Literaturanalyse	➤ Nur für Bachelorstudierende, die eine systematische Literaturanalyse durchführen.
Finalisierung der Abschlussarbeit		



1) Entrepreneurship and Context

(Leon Marquardt, Dr. Thomas Baron)

4) Social Entrepreneurship

(Dr. Quynh Duong Phuong)

2) Incubators & Accelerators

(Tatevik Reit)

5) Female Entrepreneurship

(Tenzin Yeshe, Dr. Quynh Duong Phuong)

3) Transnational Entrepreneurship

(Tenzin Yeshe)

6) Digitale Geschäftsmodelle

(Florian Borgwardt)



Entrepreneurship & Context




Leon Marquardt



Dr. Thomas Baron

Startup Ecosystem



“... an

- **agglomeration**
- **of interdependent actors and**
- **resources**
- **in a particular geographical region**
- **which creates favorable conditions for entrepreneurs”.**

Mason and Brown, 2014;
Stam, 2014; Audretsch &
Belitski, 2016; Spiegel, 2016.

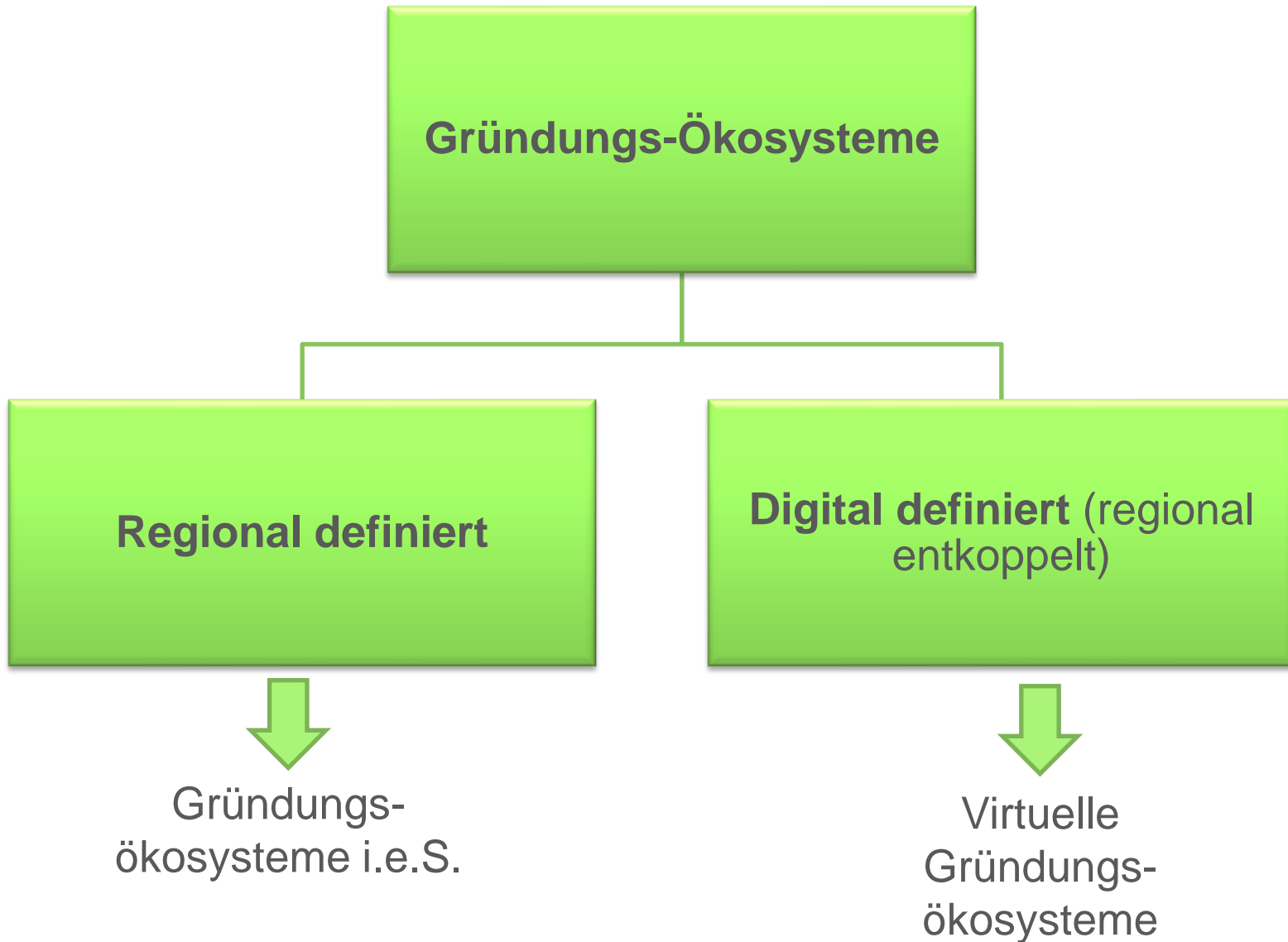
Startup 
Ecosystem

Entrepreneurial Ecosystems: Silicon Valley



Apple HQ, "Apple Park",
Cupertino





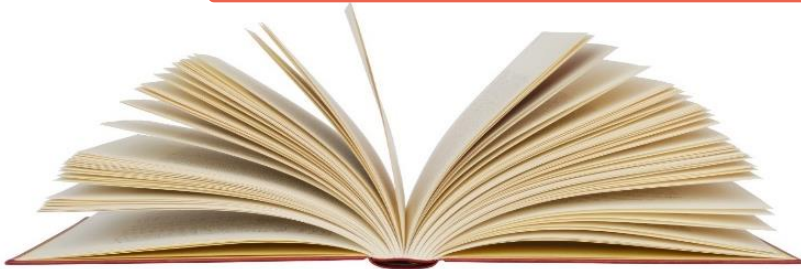
Systematic Literature Review (Bachelor)

- Conceptualizations of entrepreneurial ecosystems
- Evolution of entrepreneurial ecosystems
- Social capital & entrepreneurial ecosystems
- Entrepreneurial ecosystems in emerging countries

Qualitative Empirical Research (Bachelor & Master)

- Resource injections/agglomerations in entrepreneurial ecosystems
- The evolution of entrepreneurial ecosystems
- Nascent entrepreneurial ecosystems
- Roles of transnational entrepreneurs in entrepreneurial ecosystems
- Institutional embeddedness and historical contexts of entrepreneurial ecosystems
- Networks and social capital within entrepreneurial ecosystems
- Interconnectedness of entrepreneurial ecosystems
- Transnational links between entrepreneurial ecosystems
- Entrepreneurial ecosystems in times of digitalization: boundaries and digital participation
- Digital Entrepreneurial Ecosystems

- Alvedalen J. and Boschma, R. (2017) 'A critical review of entrepreneurial ecosystems research: towards a future research agenda', *European Planning Studies*, 25 (6), 887–903.
- Brown, R., & Mason, C. (2017). Looking inside the spiky bits: a critical review and conceptualisation of entrepreneurial ecosystems. *Small Business Economics*, 49, 11–30.
- Cavallo, A., Ghezzi, A., & Balocco, R. (2019). Entrepreneurial ecosystem research: Present debates and future directions. *International entrepreneurship and management journal*, 15, 1291-1321.
- Harima, A., Harima, J., & Freiling, J. (2021). The injection of resources by transnational entrepreneurs: Towards a model of the early evolution of an entrepreneurial ecosystem. *Entrepreneurship & Regional Development*, 33(1-2), 80-107.
- Spigel, B. (2017). The Relational Organization of Entrepreneurial Ecosystems. *Entrepreneurship: Theory and Practice*, 41(1), 49–72.
- Bejjani, M., Göcke, L., & Menter, M. (2023). Digital entrepreneurial ecosystems: A systematic literature review. *Technological Forecasting and Social Change*, 189, 122372.
- Zaheer, H., Breyer, Y., & Dumay, J. (2019). Digital entrepreneurship: An interdisciplinary structured literature review and research agenda. *Technological Forecasting and Social Change*, 148, 119735.

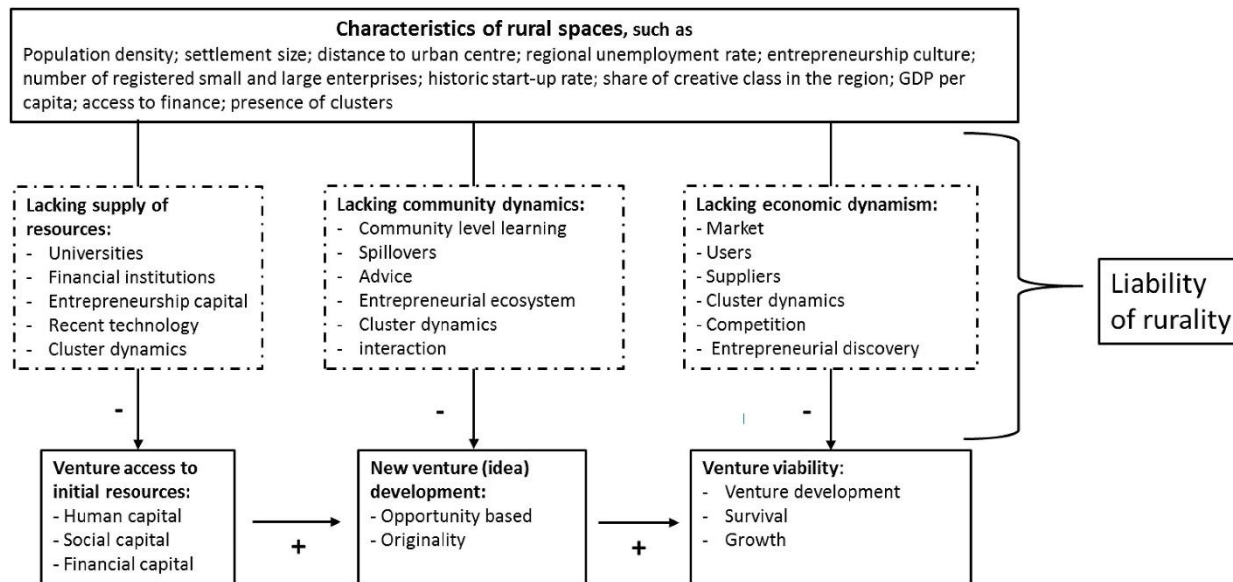


Rural Entrepreneurship



Was ist Rural Entrepreneurship?

- Spatial conditions and the rurality of geographical space represent a crucial contextual influence on entrepreneurship (Clausen, 2020).
- Rural entrepreneurship involves new combinations of place-based or localized rural resources that create value not solely for the entrepreneur but also for the rural place (Korsgaard et al., 2014: 13).
 - Primary interest is not solely in entrepreneurial activities that happen to take place in sparsely populated places.
 - Emphasis on rural entrepreneurship as activities that in various ways engage with **rural spaces, communities, resources, values, histories and imageries**, thus conceptualising rural entrepreneurship as a multifaceted socio-material activity



Clausen, 2020: 116

Was ist Rural Entrepreneurship?

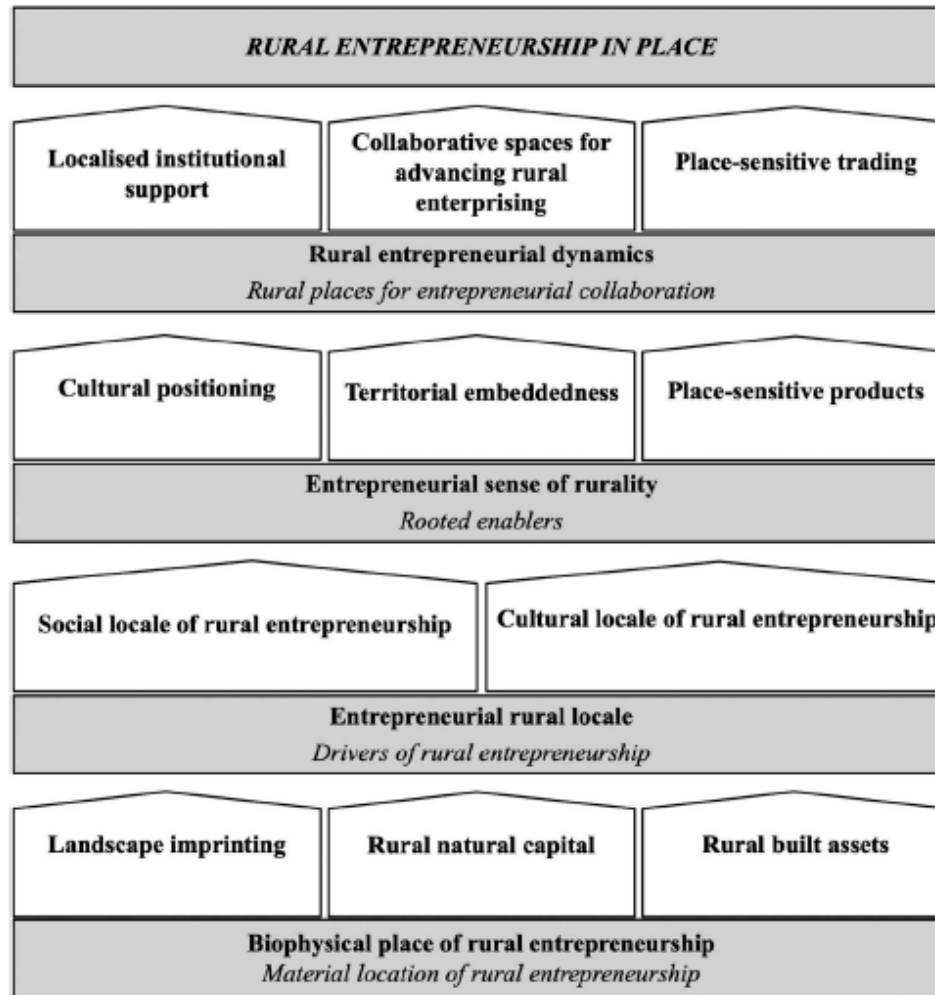


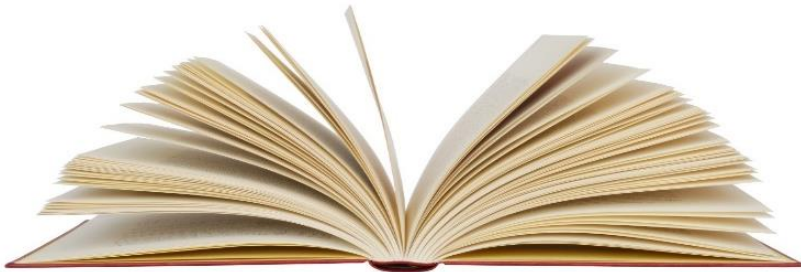
Figure 3. REFLECT: An integrated framework for rural entrepreneurship.

Muñoz & Kimmitt (2019: 868)

Qualitative Empirical Research (Bachelor & Master)

- The nature of rural entrepreneurship
- Rural-urban interlinkages/ecosystem connections and resource transfer
- Support measures for rural entrepreneurship
- Liabilities of rurality & coping strategies
- Migration and Returnee Entrepreneurship in context of rural entrepreneurship
- Institutional context and framework conditions for rural entrepreneurship
- Entrepreneurship and rural development

- Clausen, T. H. (2020). The liability of rurality and new venture viability. *Journal of Rural Studies*, 73, 114-121.
- Gaddefors, J., & Anderson, A. R. (2019). Romancing the rural: Reconceptualizing rural entrepreneurship as engagement with context (s). *International Journal of Entrepreneurship and Innovation*, 20(3), 159-169.
- Hertel, C., Bacq, S., & Belz, F. M. (2019). It takes a village to sustain a village: A social identity perspective on successful community-based enterprise creation. *Academy of Management Discoveries*, 5(4), 438-464.
- Korsgaard, S., Müller, S., & Tanvig, H. W. (2015). Rural entrepreneurship or entrepreneurship in the rural—between place and space. *International Journal of Entrepreneurial Behavior & Research*, 21(1), 5-26.
- Muñoz, P., & Kimmitt, J. (2019). Rural entrepreneurship in place: An integrated framework. *Entrepreneurship & Regional Development*, 31(9-10), 842-873.
- Tobias, J. M., Mair, J., & Barbosa-Leiker, C. (2013). Toward a theory of transformative entrepreneuring: Poverty reduction and conflict resolution in Rwanda's entrepreneurial coffee sector. *Journal of Business Venturing*, 28(6), 728-742.





Incubators & Accelerators



Tatevik Reit

- **Accelerators and Incubators refer to:**
 - Public and private institutions which support entrepreneurs to start and accelerate their business.
 - Accelerators and incubators provide entrepreneurs with knowledge, experience, network, and sometimes also seed investment
 - Operate in virtual, hybrid and physical contexts

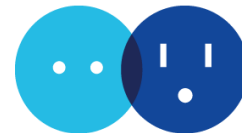
PLUGANDPLAY

500startups

**Bridge
for
Billions**
connecting growth

 **techstars**

 **Combinator**



AXEL SPRINGER
PLUG AND PLAY
ACCELERATOR

Institutions that accelerate startup growth

Program	Focus	Selection	Funding	Alumni
Mentoring	Industry	Online open call	Investor	Alumni network
Training	Geography	Use externals for screening	Corporate	Post program support
Counseling		Teams not individuals	Public	
Network		Topic-specific calls	Alternatives	
Location Services				
Investment Opportunities				

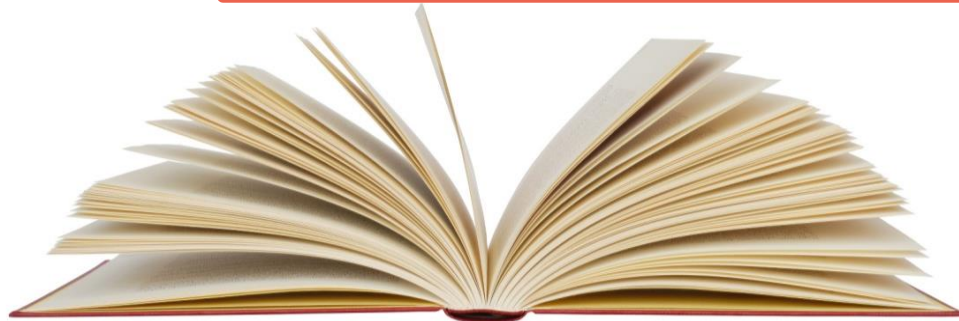
Systematic Literature Review (Bachelor)

- Incubators for specific groups (e.g., female entrepreneurs, immigrant entrepreneurs, and the poor)
- Specific accelerator models (e.g., corporate accelerators)
- The previous studies on accelerators
- Individual and organization learning in the context of incubators and accelerators
- Roles of accelerators and incubators in ecosystems
- Incubation and acceleration in the virtual context

Qualitative Empirical Research (Bachelor & Master)

- Resource transfer in virtual accelerators/incubators
- Use of digitalization to meet resource scarcity in business incubators
- Impact of digitalization on incubator processes
- Digital transformation of business incubators
- How do virtual incubators impact the entrepreneurial development?
- Organizational learning in accelerators/incubators
- Dynamic capabilities of accelerators/Incubators
- The role of accelerators in entrepreneurial ecosystems
- Social capital development within accelerators/incubators
- Mutual entrepreneurial learning within accelerators/incubators

- Kohler, T., 2016. Corporate accelerators : Building bridges between corporations and startups. Business Horizons, 59(3), pp.347–357. Available at: <http://dx.doi.org/10.1016/j.bushor.2016.01.008>.
- Battistella, C., Toni, A.F. De & Pessot, E., 2017. Open Accelerators for Start-ups Success: A Case Study. European Journal of Innovation Management, 20(1), pp.80–111.
- Hausberg, J.P. & Korreck, S., 2018. Business incubators and Accelerators: A Co-Citation Analysis-Based, Systematic Literature Review. The Journal of Technology Transfer. Available at: <https://doi.org/10.1007/s10961-018-9651-y>.
- von Zedtwitz, M., 2003. Classification and management of incubators : aligning strategic objectives and competitive scope for new business facilitation. International Journal of Entrepreneurship and Innovation Management, 3(1/2), pp.176–196.
- Adomdza, G.K., 2016. Choosing Between a Student-Run and Professionally Managed Venture Accelerator. Entrepreneurship: Theory and Practice, 40(4), pp.943–956.
- Ebbers, J.J., 2014. Networking Behavior and Contracting Relationships Among Entrepreneurs in Business Incubators. Entrepreneurship: Theory and Practice, 38(5), pp.1159–1181.
- Aernoudt, R., 2004. Incubators: Tool for entrepreneurship? Small Business Economics, 23(2), pp.127–135.
- Peters, L., Rice, M. & Sundararajan, M., 2004. The Role of Incubators in the Entrepreneurial Process. The Journal of Technology Transfer, 29(1), pp.83–91. Available at: <http://link.springer.com/10.1023/B:JOTT.0000011182.82350.df>.



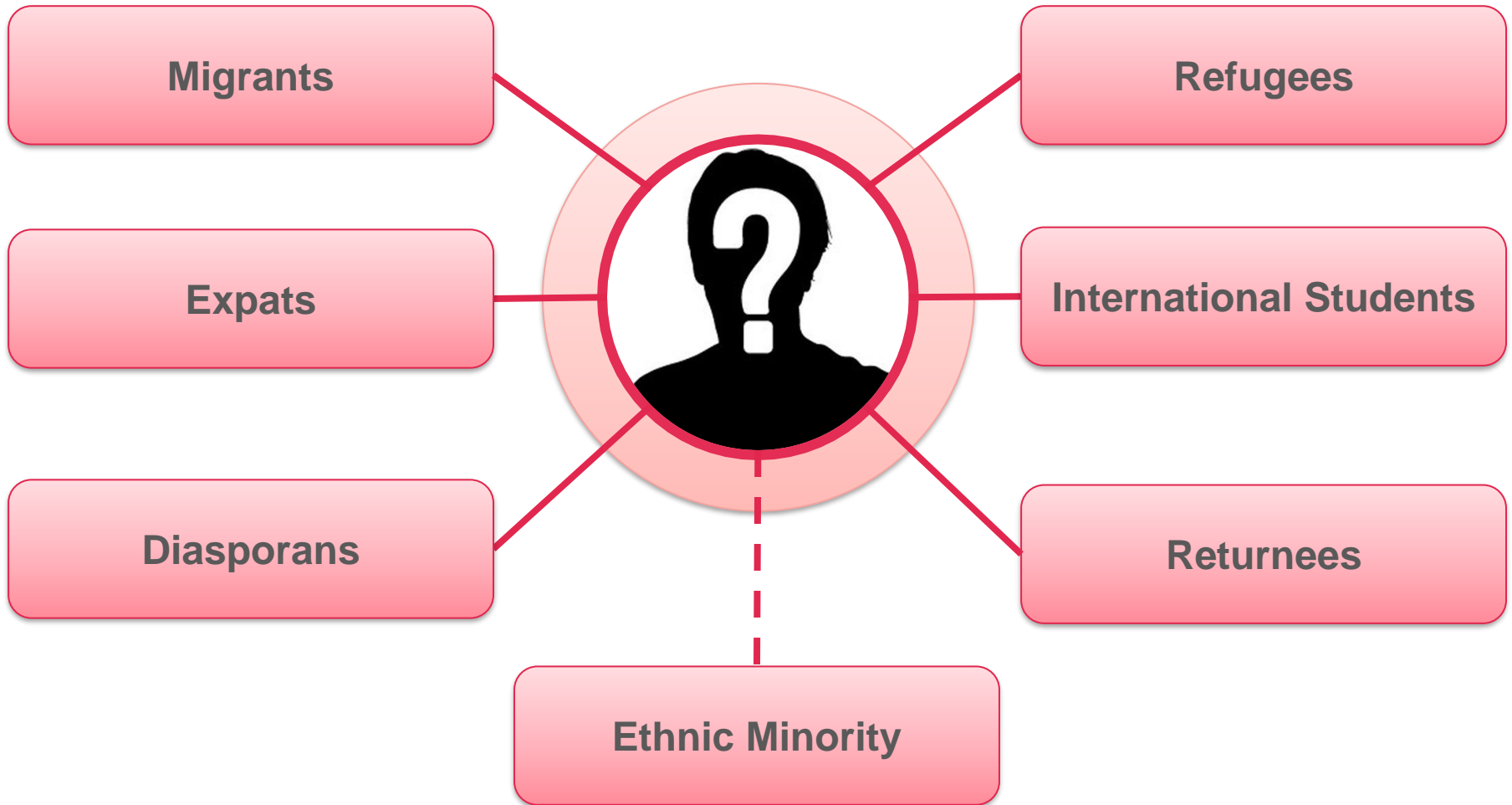


Transnational Entrepreneurship



Tenzin Yeshi

Who are Transnational Entrepreneurs?



Who are Transnational Entrepreneurs?



Country of origin

Language
Culture
Norm
Market information
Experience
Networks



Country of residence

Language
Culture
Norm
Market information
Experience
Networks

Distinctive business models

Contributions to the regional economy
(home and/or host countries)

Multiple networks

Unique business opportunities

Migrants Start-ups

- Migrant entrepreneurship Start-ups
- Challenges in refugee entrepreneurship
- Informal networks of migrant entrepreneurs in Gröpelingen
- Balance of Embeddedness of next generations: Ghanaian diaspora entrepreneurs in Germany
- The role of returnee entrepreneurship in social business
- Challenges Turkish returnee entrepreneurs face in home country
- Analysis of business model/structure of diaspora entrepreneurship



Systematic Literature Review (Bachelor)

- Support for migrant and refugee entrepreneurs
- Transnational entrepreneurship as an emerging research field
- Refugee entrepreneurship as an emerging research field
- Second-generation migrant entrepreneurship
- Role of religion in transnational entrepreneurship
- Disconnectedness of migrant entrepreneurs.

Qualitative Empirical Research (Bachelor & Master)

- How do societal perceptions and preconceptions about migrants influence their entrepreneurial opportunities?
- How can migrant and refugee entrepreneurs be supported? (e.g., incubators and accelerators for migrant entrepreneurs)
- How do second-generation migrant entrepreneurs use resources from their countries of origin?
- What is the role of religion in migrant entrepreneurship?
- How do the relational dynamics between refugee entrepreneurs and host country actors constructed and how do they develop over time?

- Abebe SA (2023) Refugee entrepreneurship: Systematic and thematic analyses and a research agenda. *Small Business Economics* 60: 315–350. <https://doi.org/10.1007/s11187-022-00636-3>
- Freiling, J. and Harima, A. (2019) 'Refugee entrepreneurship - learning from case evidence', in Heilbrunn, S., Freiling, J., and Harima, A. (eds) *Refugee Entrepreneurship: A case-based topography*. Basingstoke: Palgrave Macmillan, pp. 255-277.
- Freiling, J. and Harima, A. (2019) 'Refugee entrepreneurship - learning from case evidence', in
- Heilbrunn, S., Freiling, J., and Harima, A. (eds) *Refugee Entrepreneurship: A case-based topography*. Basingstoke: Palgrave Macmillan, pp. 255-277.
- Harima, A., Periac, F., Murphy, T., & Picard, S. 2021. Entrepreneurial Opportunities of Refugees in Germany, France, and Ireland: Multiple Embeddedness Framework. *International Entrepreneurship and Management Journal*, 17(2): 625–663.
- Heilbrunn, S., & Iannone, R. L. 2020. From center to periphery and back again: A systematic literature review of refugee entrepreneurship. *Sustainability (Switzerland)*, 12(18): 1–39.
- Alexandre, L., Salloum, C., & Alalam, A. 2019. An investigation of migrant entrepreneurs: the case of Syrian refugees in Lebanon. *International Journal of Entrepreneurial Behaviour and Research*, 25(5): 1147–1164.
- Mawson, S., & Kasem, L. 2019. Exploring the entrepreneurial intentions of Syrian refugees in the UK. *International Journal of Entrepreneurial Behaviour and Research*, 25(5): 1128–1146.
- Yesi, T., Harima, A., & Freiling, J. 2022. Resilience on an emotional rollercoaster: Refugee entrepreneurship under adversity. *European Management Journal*, (February). <https://doi.org/10.1016/j.emj.2022.12.009>.





Social Entrepreneurship



Dr. Quynh Duong Phuong

What is Social Entrepreneurship?

“any private activity conducted in the public interest, organised with an entrepreneurial strategy, whose main purpose is not the maximisation of profit but the attainment of certain economic and social goals, and which has the capacity for bringing innovative solutions to the problems of social exclusion and unemployment.” (OECD, 2023)



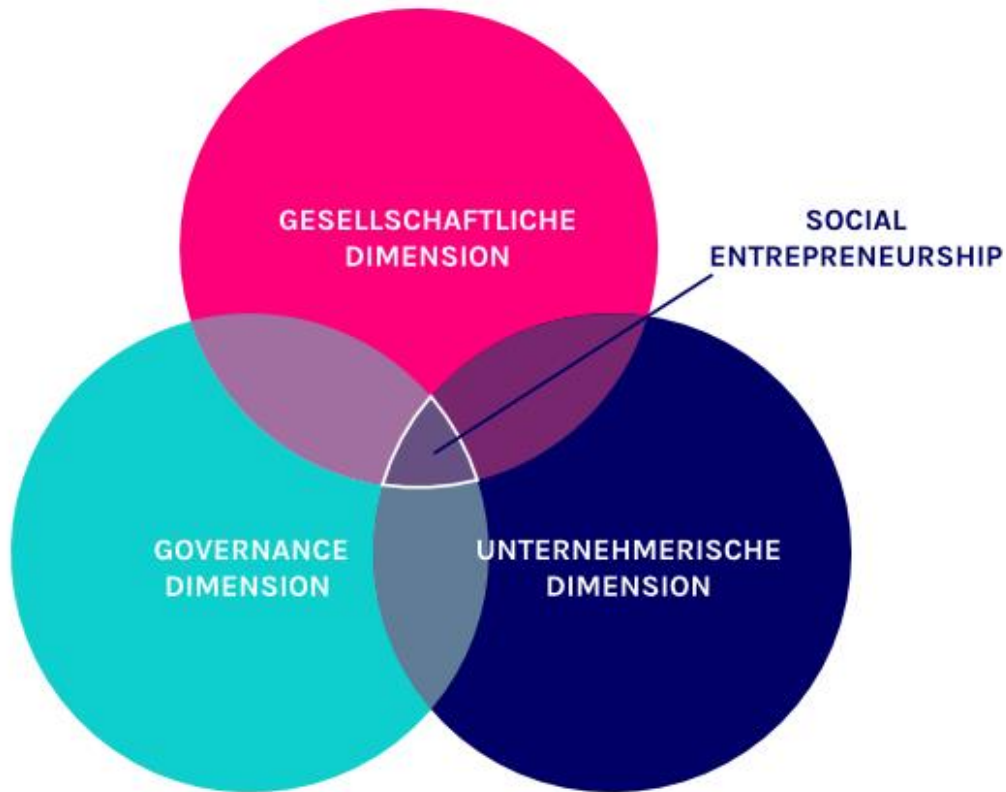
Social Entrepreneurship: Beispiele



auticon



GemüseAckerdemie



- Gesellschaftliche Dimension:**
 - Primäres & ausdrückliches Ziel, eine gesellschaftliche Herausforderung (sozial / ökologisch) zu lösen
- Unternehmerische Dimension:**
 - Unternehmerische Herangehensweise
 - Innovation
 - Ökonomisch nachhaltige Einkommensquellen
- Governance Dimension:**
 - Begrenzte Gewinn- / Vermögensverteilung
 - Autonome & unabhängige Organisation
 - Integrative Führungskultur (partizipative / demokratische Entscheidungsprozesse)
 - Verankerung der Wirkungsziele
 - Rechenschaft & Transparenz

Definition nach dem Social Entrepreneurship Netzwerk Deutschland e.V. (SEND)

- SLR zu den Themen Social Entrepreneurship, Social Innovation, Social Entrepreneurship Education ...
- Rolle von Role Models in Social Entrepreneurship Education
- Herausforderungen von Social Entrepreneurship Education
- Sensibilisierung/Motivation von Studierenden für das Thema Social Entrepreneurship



- García-González, A., & Ramírez-Montoya, M. S. (2021). Social entrepreneurship education: changemaker training at the university. *Higher Education, Skills and Work-Based Learning*, 11(5), 1236-1251.
- Gupta, P., Chauhan, S., Paul, J., & Jaiswal, M. P. (2020). Social entrepreneurship research: A review and future research agenda. *Journal of business research*, 113, 209-229.
- Howorth, C., Smith, S. M., & Parkinson, C. (2012). Social learning and social entrepreneurship education. *Academy of Management Learning & Education*, 11(3), 371-389.
- Klarin, A., & Suseno, Y. (2023). An integrative literature review of social entrepreneurship research: mapping the literature and future research directions. *Business & Society*, 62(3), 565-611.
- Kruse, P., Wach, D., & Wegge, J. (2021). What motivates social entrepreneurs? A meta-analysis on predictors of the intention to found a social enterprise. *Journal of Small Business Management*, 59(3), 477-508.
- Yamini, R., Soloveva, D., & Peng, X. (2022). What inspires social entrepreneurship? The role of prosocial motivation, intrinsic motivation, and gender in forming social entrepreneurial intention. *Entrepreneurship Research Journal*, 12(2), 71-105.



Female Entrepreneurship



Dr. Quynh Duong Phuong

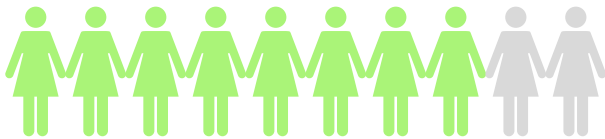


Tenzin Yeshi

Female entrepreneurship refers to creating and managing a new business venture by a woman or a group of women.



As of 2019, **7.9% of women** are involved in early-stage entrepreneurial activity (Textor, 2021).



A global contributor to economic growth, especially in removing poverty, attaining gender equality, & job creation (Goldman Sachs Report, 2019)



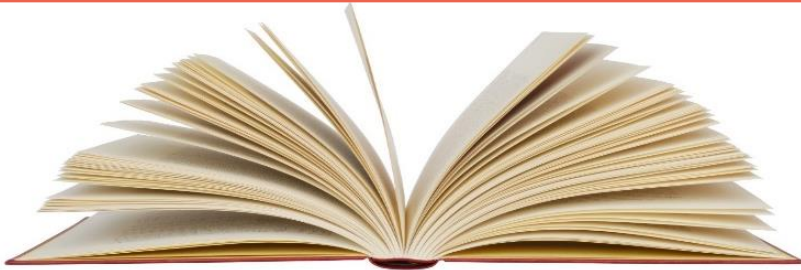
Prior research studies revealed that female-owned businesses have a **positive impact on the economy, communities, and society as a whole.**



Female entrepreneurship in **emerging economies** is considered a crucial economic and social phenomenon (Karim et al., 2022)

- Potential drivers of Female entrepreneurs as potential drivers of transnational startup teams.
- The Role of (Hybrid) Teams for Female Entrepreneurship
- Female entrepreneurship in emerging economies.
- The impact of cultural and societal norms on female entrepreneurship.
- Institutional perspective on female entrepreneurship.
- The motivation of female entrepreneurship.
- Systematic literature review on the current research status of female entrepreneurship studies.
- Cultural dynamics and embeddedness of the female entrepreneurial identity.
- Female entrepreneurship in founder teams.
- Transnational startup teams and the role of female team members.

- Dewitt, S., Jafari-Sadeghi, V., Sukumar, A., Aruvanahalli Nagaraju, R., Sadraei, R., & Li, F. (2023). Family dynamics and relationships in female entrepreneurship: An exploratory study. *Journal of Family Business Management*, 13(3), 626-644.
- Civera, A., & Meoli, M. (2023). Empowering female entrepreneurs through university affiliation: evidence from Italian academic spinoffs. *Small Business Economics*, 1-19.
- Alva, E., Vivas, V., & Urcia, M. (2023). Entrepreneurial bricolage: crowdfunding for female entrepreneurs during COVID-19 pandemic. *Journal of Entrepreneurship in Emerging Economies*, 15(4), 677-697.
- Sobhan, N., & Hassan, A. (2023). The effect of institutional environment on entrepreneurship in emerging economies: female entrepreneurs in Bangladesh. *Journal of Entrepreneurship in Emerging Economies*.
- Franzke, S., Wu, J., Froese, F. J., & Chan, Z. X. (2022). Female entrepreneurship in Asia: a critical review and future directions. *Asian Business & Management*, 21(3), 343-372.
- Aljarodi, A., Thatchenkery, T., & Urbano, D. (2022). Female entrepreneurial activity and institutions: Empirical evidence from Saudi Arabia. *Research in Globalization*, 100102.
- Cromie, S., & Hayes, J. (1988). Towards a typology of female entrepreneurs. *The Sociological Review*, 36(1), 87-113.
- Danish, A. Y., & Smith, H. L. (2012). Female entrepreneurship in Saudi Arabia: opportunities and challenges. *International journal of gender and entrepreneurship*, 4(3), 216-235.
- Estrin, S., & Mickiewicz, T. (2011). Institutions and female entrepreneurship. *Small business economics*, 37, 397-415.
- Minniti, M. (2010). Female entrepreneurship and economic activity. *The European Journal of Development Research*, 22, 294-312.



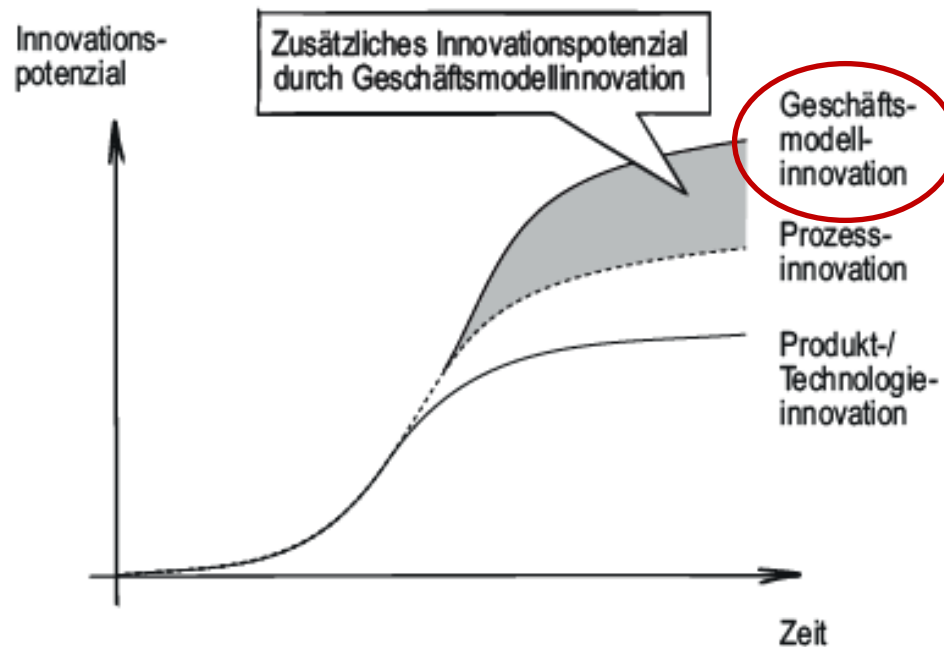


Digitale Geschäftsmodell- Innovationen



Florian Borgwardt

Neue Geschäftsmodelle (GM) generieren neben Produkt- und Prozessinnovationen zusätzliches **Innovationspotenzial**



Wesentlicher Bremser: dominante Branchenlogik

Herausforderung 1:

Das Denken außerhalb der eigenen Branchenlogik – Zulassen und Denken des Neuen

Herausforderung 2:

Schwierigkeiten, in GM zu denken und nicht nur in Technologien, Produkten und Prozessen

Herausforderung 3:

Entwicklung einer Geschäftslogik, welche die Bereiche Value Creation (für Kunden) und Value Capture (für Unternehmen) zusammenführt

Wesentlicher Treiber

Förderliche Kultur zur Generierung von Geschäftsmodell-Innovationen

Passende Methoden zur GM-Entwicklung

- Business Model Canvas
- Nightmare Competition
- Value Proposition Canvas
- CRISP-DM
- KI-Business Model Canvas
- ...



Digitale Geschäftsmodelle

Digitale Geschäftsmodelle unterscheiden sich von traditionellen in einem entscheidenden Merkmal: dem Einsatz von digitalen Technologien.



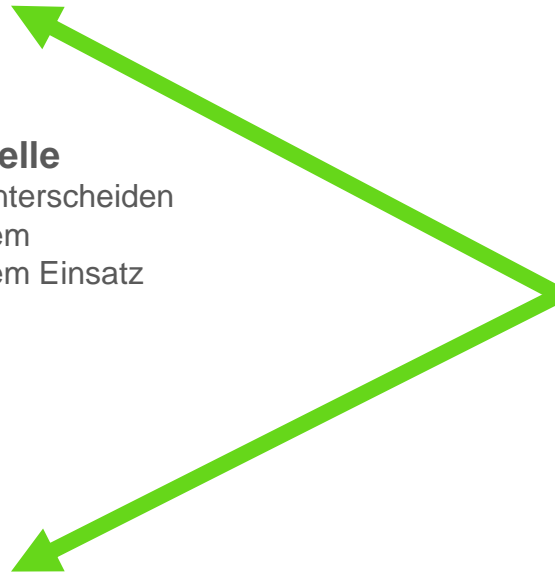
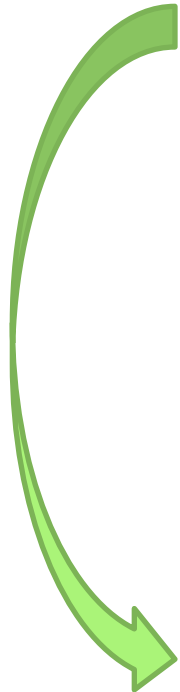
Datengetriebene Geschäftsmodelle

Daten haben einen kontinuierlich steigenden Anteil an der Wertschöpfung von Unternehmen und erlauben eine hohe Wirksamkeit und Dynamik von GM.

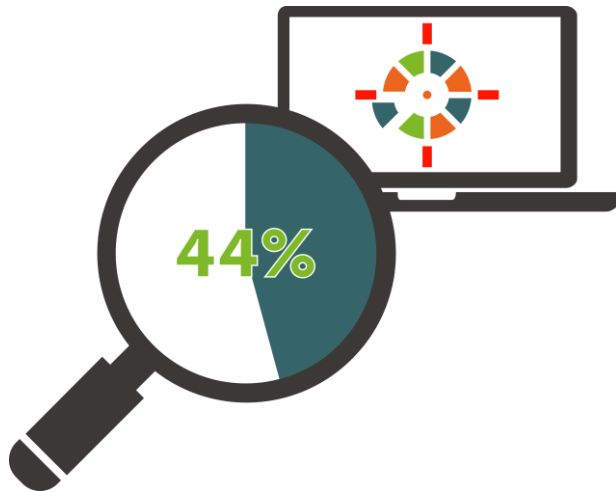


Geschäftsmodellinnovationen

Die Innovation von Geschäftsmodellen bezeichnet grundlegend den Prozess der Neuentwicklung bzw. tiefgreifenden Veränderung eines Geschäftsmodells.



Impulse für die Abschlussarbeiten:

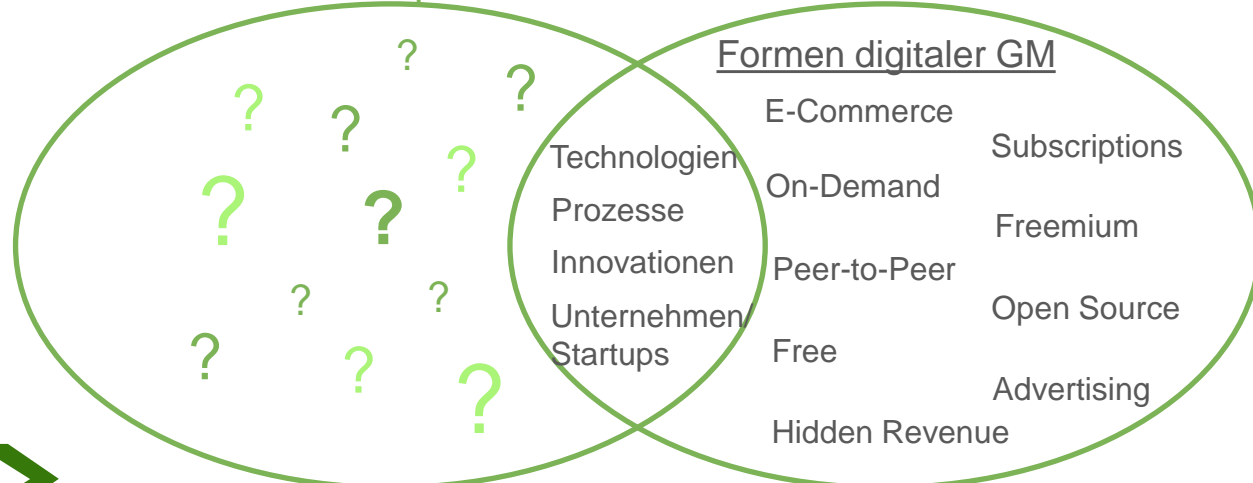


1.
Forschungsstand zur
prozessualen
Entwicklung von
digitalen GM

2.
Graswurzelperspektive:
Muster der
Geschäftsmodell-
Entwicklung

Empirie

Theorie / Literatur



1

Grundlagen

2

Ablauf des Betreuungsprozesses

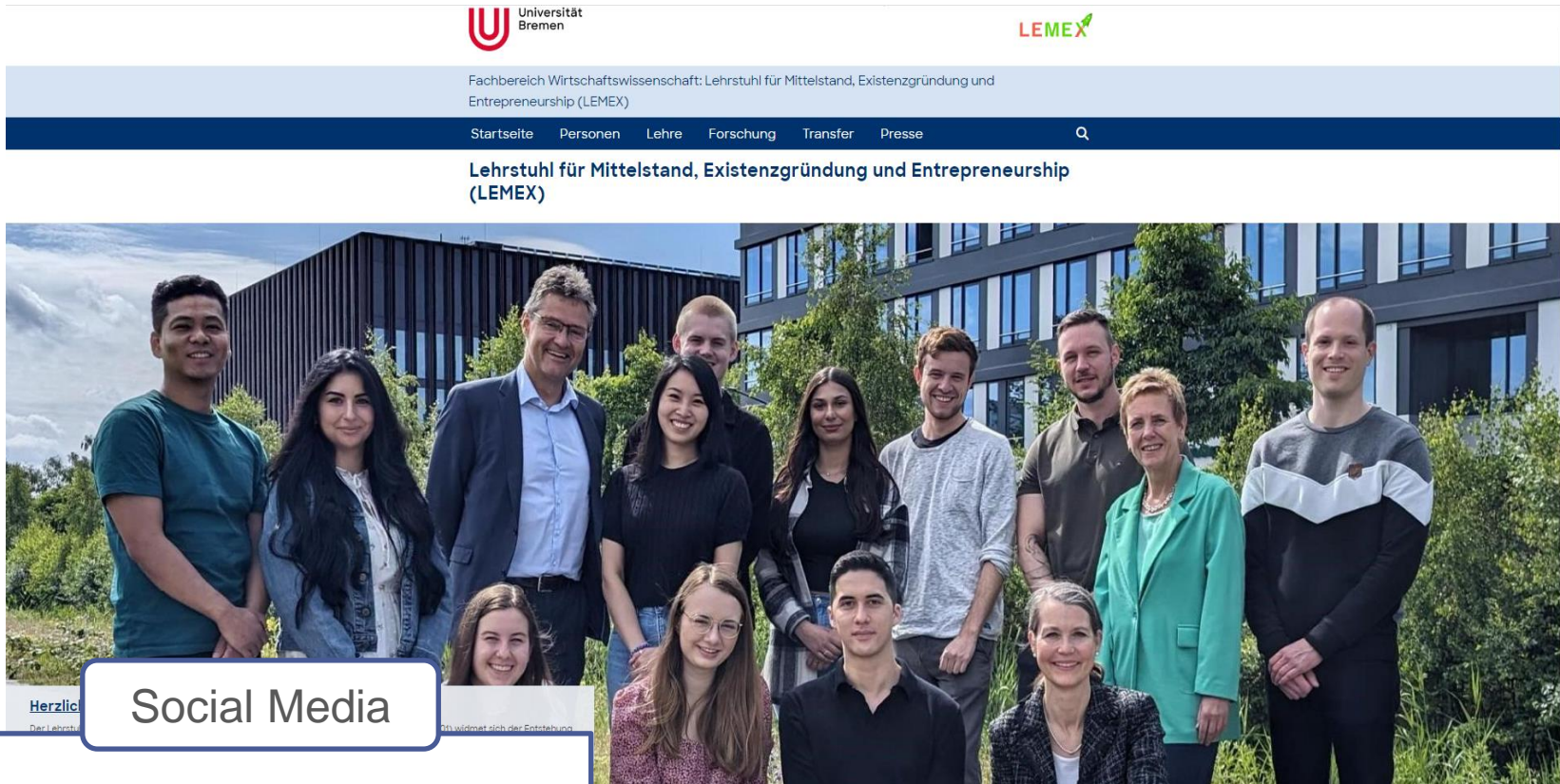
3

Themenbereiche

4

Fragerunde





Social Media

- LEMEX Research Activities
- LEMEX Practice Projects
- Information for Students & Partners
- News about the local Startup Scene & Events



Infos zu Abschlussarbeiten unter:

<https://www.uni-bremen.de/lemex/lehre/abschlussarbeiten>