

The Dr. Theo Schöller Chair of Technology and Innovation Management offers a **Master's Thesis** with the following topic:

Evaluating Customer Abilities for the Application of Different Customer Integration Methods

Background and motivation

Integrating customers into innovation processes is gaining importance. Firms, though, lack a clear understanding on how to actually integrate customers. Research identified many different factors which should be considered when choosing a suitable customer integration method, amongst others cost, duration, infrastructure, and phase of the innovation process. The thesis adds customer abilities as important factor. Relevant customer abilities are identified based on a literature review, followed by an analysis of the extent to which they are necessary for the application of various customer integration methods (e.g. via interviews, surveys).

Objectives and Methodology

The goal of this thesis is to answer the following questions:

- Which customer abilities need to be considered when choosing a customer integration method?
- To which extent are the abilities necessary for the application of different customer integration methods?

To answer these questions, a mix of literature review and qualitative/quantitative analysis might be appropriate.

What we offer

- Work on a topic which is highly relevant for science and practice
- Flexibility in the choice of the research method
- Close mentoring and clear milestones
- A fun but also challenging working environment

What we expect

- General interest in qualitative and/or quantitative research
- Very good grades

Contact

Please contact Juliane Wissel (juliane.wissel@tum.de) if you are interested in this topic. Your application should include a short letter of motivation, your CV, and a current transcript of records. For more information on our general requirements, the application procedure, the application deadlines, and the style guidelines, please go to <https://www.tim.wi.tum.de/index.php?id=210>.

