



The research group of Technology Management (Prof. Dr. Raasch) offers an empirical Master's Thesis with the following topic

Social network analysis of online innovation communities

Background and motivation

This thesis is in the area of open and user innovation. More specifically, online innovation communities are increasingly leveraged by firms as a source of innovative ideas and contributions.

Objectives

The goal of this thesis is to investigate the network position of participants in online innovation communities, specifically how it is affected by their motivation to contribute (own use, fun, reputation). By network position we mean measures like centrality, in-degrees, out-degrees, etc. E.g., are contributors who are in it only for the fun of it more or less central than use-motivated participants?

Approach

Review the relevant literature.

Data to examine these issues will be provided by Hyve AG.

Your profile

We are looking for highly motivated and talented students with a strong interest in conducting their Master's Thesis in the field of innovation management. You have the opportunity to work on an exciting ongoing research project getting all the support and supervision you need. In order to be successful in this research, you should have experience with handling large databases, ideally (but not necessarily) also social network analysis tools.

Contact

If you are interested, please apply to: Prof. Dr. Christina Raasch, c. raasch@tum.de. Your application should include a **CV**, a current **transcript of records**, and a **Bachelor certificate**. For more information please go to <http://www.tim.wi.tum.de/index.php?id=210>.