Fakultät für Wirtschaftswissenschaften
Professur für Technologiemanagement
Prof. Dr. Joachim Henkel

The Schöller Chair in Technology and Innovation Management (Prof. Dr. Henkel) offers an **empirical Master's Thesis** with the following topic

Learning and firms' knowledge management strategy

Background and motivation

Learning from the experience of others has long been recognized as critical for individual and organizational success (Argote & Ingram, 2000). Using others' successful and failed experiences helps avoid "reinventing the wheel". Scholars of organizations have advanced the notion of vicarious learning (as well as the related concept of knowledge transfer; Argote & Ingram, 2000) as a means of conceptualizing and comprehending these observed learning and performance benefits.

Objectives

This thesis explores how learning in organizations takes place. It analyzes different forms of learning and how they fit into a firm's knowledge management strategy.

Approach

Identify and review the relevant literature on learning in organizations.
Employ a mulitple-case research design (Eisenhardt, 1989) that enriches archival case histories with interview and potentially quantitative data.
Deduce implications and suggestions for firms' knowledge management strategy.

Introductory reading

Argote, L, Ingram, P. 2000. Knowledge Transfer: A Basis for Competitive Advantage in Firms. Organizational Behavior and Human Decision Processes, 82(1), 150–169.
Myers, CG. 2015. Coactive vicarious learning: Towards a relational theory of vicarious learning in organizations. Harvard Business School. Working Paper 16-020.

Contact

Please contact me, **Katharina Tanimura (tanimura@wi.tum.de)**, if you are interested in the topic or have any further questions. Your application should include a **CV**, a current **transcript of records**, and a **Bachelor certificate**. For more information on our general requirements, the application procedure, and the style guidelines please go to http://www.tim.wi.tum.de/index.php?id=210.

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