

Ongoing research project

## It's the data, stupid? – Understanding the importance of different resources for innovations in Analytics

### What is the purpose of the research project?

- It is often claimed, that access to high-quality data is the key component in machine learning. However, at present there is no empirical but only anecdotal evidence for this claim
- The purpose of the research is to understand the importance of different resources for companies relying on machine learning.

### How is the research conducted?

- To answer the aforementioned question, interviews with CEO/CTO/VP Engineering of companies that primarily rely on Machine Learning are conducted.
- Further data (e.g. Funding data) is collected from external sources

### Who is running this research project?

- This research project is led by Prof. Joachim Henkel, Professor for Technology and Innovation management, and Philipp Hartmann, PhD candidate.
- Both are affiliated with the Dr. Theo Schöller-Chair for Technology- and Innovation Management (<https://www.tim.wi.tum.de>)

### How is the project funded?

- The project is funded by the Technical University of Munich, Germany
- There are no private organization involved

### How and when will the results of this project be published?

- It is planned to publish the results in an academic journal.
- Furthermore all interviewees will get a summary of the results once the project is finished

### Further questions?

Please contact Philipp Hartmann ([philipp\\_hartmann@tum.de](mailto:philipp_hartmann@tum.de)) if you have any further questions or concerns.

