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

Upskilling for Generative AI – A Qualitative Analysis

Background and motivation
The research is motivated by the fast-paced innovation and technological breakthroughs in generative AI that require us to recalibrate our understanding of its impact on our work and lives. Workers will need support in learning new skills and some will change occupations due to generative AI. The potential increase in labor productivity is a key motivator for upskilling the workforce in the usage of generative AI tools. The research seeks to understand what steps are needed, and what steps are taken by employers, to ensure that their employees are equipped with the necessary skills to adapt to the technology shift and engage in new work activities based on generative AI.

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

- What specific skills and competencies are required for the effective use of generative AI in various industries?
- How are companies currently implementing training and retraining programs to prepare their employees for the use of generative AI?
- Are there examples of collaborations between companies and external education or technology providers to prepare employees for generative AI technologies?

To answer these questions, a mix of literature review and qualitative analysis (based on interviews) should be appropriate.

What we offer
- Work on a topic which is highly relevant for research and practice
- Close mentoring and clear milestones
- A fun but also challenging working environment

What we expect
- General interest in qualitative research, first experience with coding qualitative data would be great
- Good grades

Contact
Please contact Dennis Nesemeier (dennis.nesemeier@tum.de) if you want to apply or if you have questions regarding the topic. Your application should include a research proposal, your CV, and a current transcript of records. For more information on our general requirements, the application procedure, and the style guidelines, please go to https://www.ie.mgt.tum.de/tim/teaching/final-thesis/