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## Themenvorschläge für Bachelorarbeiten am Forschungsteam Berens

Im Folgenden finden Sie zwei potenzielle Bachelorarbeitsthemen mit kurzen Erläuterungen der Zielsetzungen. Da es sich um erste Vorschläge handelt, können Titel und Zielsetzung in Rücksprache mit dem Betreuer bis zur Ausgabe angepasst werden. Die finalen Arbeiten können sowohl in Deutsch als auch in Englisch verfasst werden.

### **“Digitalize or Drown” – Ways of Measuring Corporate Digitalization:**

In current times, there is hardly a theme that is as omnipresent as the digitalization. Its relevance in the business context is emphasized by scholars and practitioners alike, predicting that firms are expected to “digitalize or drown” and to “adapt or die”. For those that manage this walk on the tightrope, digitalization is often viewed as a promise of superior economic performance. Yet, verifying this claim presents a challenging and cumbersome task, leading to a field of research that is still considered to be in its infancy.

A first step towards assessing the performance effects of digitalization constitutes the quantification of the degree of corporate digitalization – frequently termed as “digital maturity”. The term reflects a firm’s ability to adapt to an increasingly digital environment [1,2]. In practice, the most prominent method for capturing the degree of corporate digitalization respectively digital maturity is to conduct survey research, i.e. by interviewing executives in charge of digitalization initiatives [3]. However, a thorough scan of the relevant works also reveals other approaches that describe viable ways of measuring digital maturity.

Altogether, this field of work opens up several avenues for writing a Bachelor thesis. For example:

- (1) The candidate focusses on the assessment of digital maturity using the survey research methodology. More precisely, he/she introduces the relevant studies conducted by academics as well as practitioners and critically analyzes the adequacy of the method in the context of measuring a firm’s digital maturity. The thesis may further include a discussion of the different maturity dimensions and assessment items proposed in the literature.
- (2) The candidate contrasts the different methodological approaches of measuring digital maturity and their origins (e.g., practice vs. academia). Since the harmonization of digitalization measures is a well-known issue to researchers, the candidate critically evaluates the adequacy of the various measures and the underlying datasets. If possible, the candidate may also introduce own ideas for assessing a firm’s digital maturity.

Wenn Sie Interesse an einem dieser Themen haben, bewerben Sie sich gerne unter Zusendung Ihrer aktuellen Notenübersicht und Ihrer Motivation für das Thema bei Simon Schölzel ([si-mon.schoelzel@wiwi.uni-muenster.de](mailto:simon.schoelzel@wiwi.uni-muenster.de)). Sollten Sie einen alternativen Vorschlag haben, der in den Themenbereich fällt, können Sie sich ebenfalls gerne an uns wenden. Zudem begrüßen wir jederzeit Themenvorschläge, die in den Bereichen

- Data Science,
- Machine Learning,
- Text Mining

angesiedelt sind. Vorschläge sowie allgemeine Fragen dazu können Sie ebenfalls an uns richten.

### Literatur:

[1] Kane, G. C.; Palmer, D.; Phillips, A. N.; Kiron, D.; Buckley, N. (2017): Achieving Digital Maturity: Adapting Your Company to a Changing World, MIT Sloan Management Review and Deloitte University Press. Online:

[https://www2.deloitte.com/content/dam/insights/us/articles/3678\\_achieving-digital-maturity/DUP\\_Achieving-digital-maturity.pdf](https://www2.deloitte.com/content/dam/insights/us/articles/3678_achieving-digital-maturity/DUP_Achieving-digital-maturity.pdf) (21.04.2020).

[2] Kane, G. C. (2017): Digital Maturity, Not Digital Transformation, MIT Sloan Management Review, 04.04.2017. Online:

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[3] e.g. Westerman, G.; Tannou, M.; Bonnet, D.; Ferraris, P.; McAfee, A. (2012): The Digital Advantage: How Digital Leaders Outperform Their Peers in Every Industry. Capgemini Consulting; MIT Center for Digital Business. Online:

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