

Master thesis

Innovation & Business Development

03.10.23

Patricia Wolf

Professor, CI2M, IMM

Profile Responsible

Examples of master thesis topics related to innovation and business development

- General topics
 - Innovation Management
 - Project Management
 - Technology Management
 - Market Creation
 - Strategy
 - Foresight
 - Organizational Design
- Examples of relating this to a case company
 - Assessment of a case company's innovation strategy
 - Analyzing the organization of and culture for innovation
 - Assessment of a case company's potential for developing their business and targeting new markets

The role of theory

- Theory is the foundation for your work
- You need to somehow contribute to extant theory
 - Test theory
 - Expand theory
 - Contribute with moderating factors
 - Identify the boundaries of a theory
- Description of the theories developed by others → Short and precise
- Theory development
 - Your analysis and discussion
 - Should go beyond the texts you have read

The role of data

- There are many sources of data and you can combine them if you wish
 - Primary and secondary data
 - Interview, archival material
 - Quantitative and qualitative material
- The purpose(s) of data
 - Test theory: data must be appropriate for your specific test
 - Expand theory: data on a new but related phenomenon/context
 - Contribute with moderating factors: explanations of deviations from theoretical predictions
 - Identify the boundaries of a theory: explanation of why a theory that should work does not apply to a phenomenon/context

Analysis and discussion

- This is where you demonstrate that you fulfill the higher-level learning objectives
 - Analyze
 - Discuss
 - Assess
 - Recommend
- Do not underestimate the time needed to develop a good analysis

Understanding a phenomenon



What are ideal conditions for idea generation?



Master thesis:

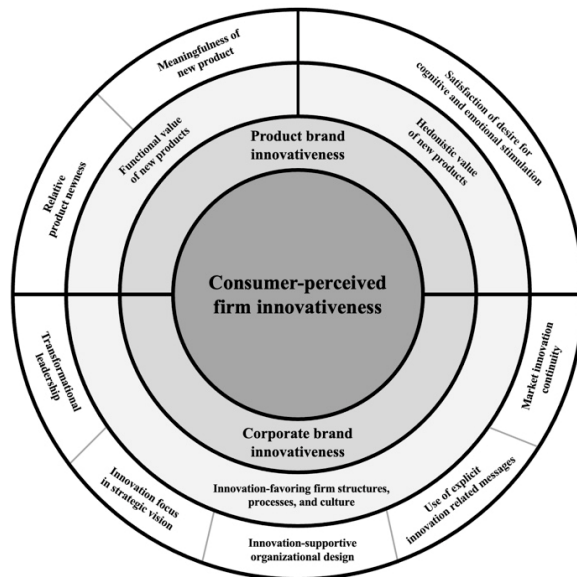
A case study analysis on the interplay between humor and creativity



Solving a firm challenge

sasserath

How shall we brand company innovativeness for our clients?



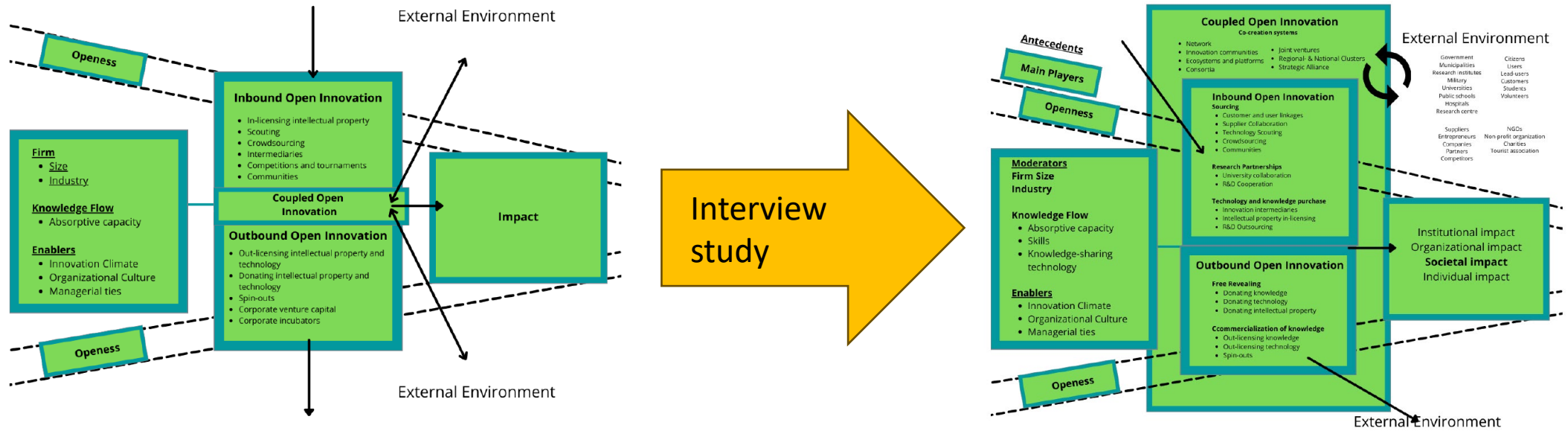
RQ: “How do organizations need to set up narratives in the context of innovation in order to enhance consumers’ perception of its innovativeness?”

Mausloff, N. (2020), Mausloff & Wolf (under review)

Extension of theory

How are Open Innovation mechanisms applied in Corporate Social Innovation activities in Danish High-Tech SMEs?

- What are the inbound and outbound mechanisms in corporate social innovation in Danish High-Tech SMEs ?
- What other characteristics facilitate and makes open innovation in corporate social innovation successful?

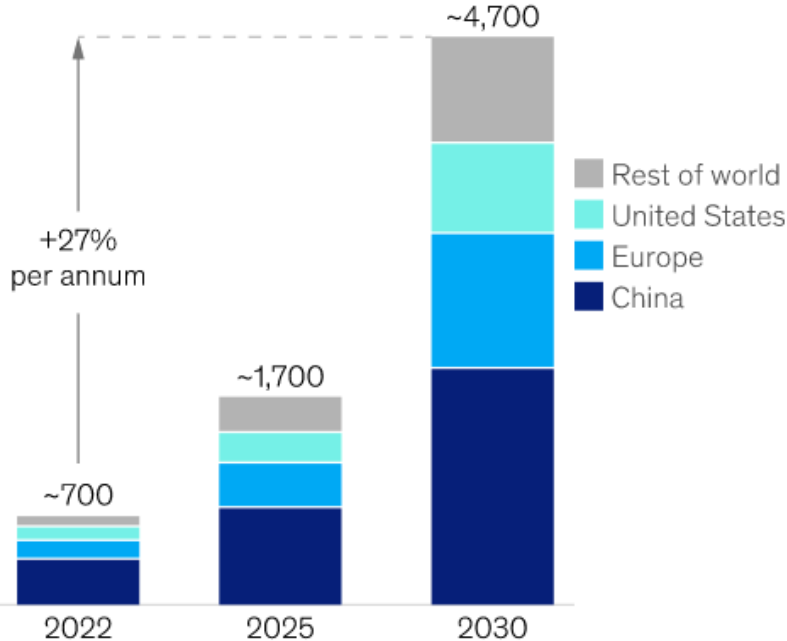


A recent opportunity: RESS AS

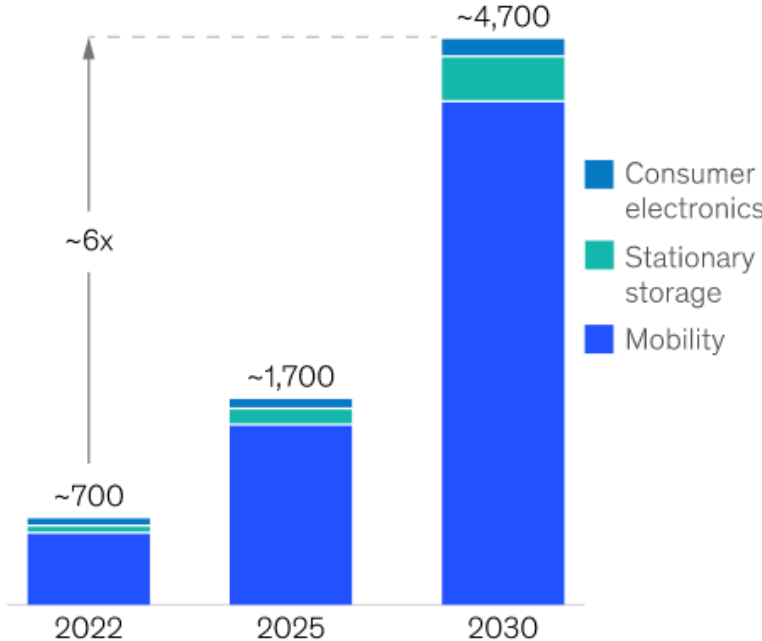
Li-ion battery demand is expected to grow by about 27 percent annually to reach around 4,700 GWh by 2030.

Global Li-ion battery cell demand, GWh, Base case

By region



By sector



¹Including passenger cars, commercial vehicles, two-to-three wheelers, off-highway vehicles, and aviation.
Source: McKinsey Battery Insights Demand Model

RESS A/S develops and sells BESS
(Battery Energy Storage Solutions) from 400 kWh
to multiple MW installations (e.g., in Solar parks)

How do we succeed in the market?

Need for a thoroughly founded strategy:

- **What markets to focus on**
- **Requirements regarding software and HW, regulations and critical infrastructure safety**
- **Recommended unique selling points**
- **Ideal organization**
- **Relevant external partnerships – sales, installation and service**
- **Price strategy and finance strategy towards customers**
- **Corporate funding strategy including investor and ownership strategy**

Supervision and supervisors

- You have the responsibility – the supervisor can suggest and push you to reflect
- Topics and associated supervisors: If you **click the box**
 - "Innovation Management, Project Management, Technology Management, Market Creation" (Research group CI2M): Melissa Beach, Eva Riis, Marianne Harbo Frederiksen, Martin Kalthaus, Mette Præst Knudsen, Patricia Wolf
 - "Strategy and Organization Design" (Research group SOD): Markus Becker, Kevin Du, Oliver Bauman
- Take charge:
 - Consider your needs for supervision
 - Identify potential supervisors
 - Reach out (to one at a time)
- Writing in teams is possible
- Consider using an internship, elective or semester report as a pilot project for your master thesis – but be careful not to self-plagiarize
- The more you give, the more you get