

LIST OF TOPICS FOR THESES

(Digital) Business Models in SMEs and Craft Businesses

1. Implementation of AI-based business models in SMEs - process steps and influencing factors ([abschlussarbeit_dima_schmallenbach_unterschiedliche_themen.pdf](#) (uni-siegen.de))
2. New business models – How could possible implementations in SMEs be realized?

Digital Transformation and Artificial Intelligence in SMEs and Craft Businesses

1. Revolutionary potentials of GPT: Process clustering in a wide range of industries and areas ([abschlussarbeit_dima_schmallenbach_prozessclustering.pdf](#) (uni-siegen.de))
2. Digital Maturity – A literature review
3. Evaluating the Effectiveness of AI-Driven Knowledge Transfer Tools in SMEs
4. Design and Implementation of a Chatbot for Knowledge Transfer in Crafts Companies
5. User Experience (UX) Design for AI-Based Knowledge Transfer Systems
6. Optimization of Small Language Models for Knowledge Transfer in SMEs
7. AI-Driven Decision Support Systems for Knowledge Transfer: A Case Study in the Crafts Sector
8. Personalized Knowledge Transfer Using AI: Tailoring Recommendations for SMEs

Entrepreneurship, Innovation, SMEs, Craft Enterprises and Family Businesses

1. Innovations in SME – a craft companies-based research (systematic literature review)
2. Network and cooperation structures in SME – analysis, classification, and rating of existing structures
3. Open innovation and coupled innovation – enhancing innovations in SMEs? (a qualitative analysis)
4. Organizational Resilience in SMEs
5. Decision Making in Modern Management - A Systemic Perspective

6. Business Succession and forms of business creation in the craft sector
7. Business succession as driver of innovation in the craft industry
8. Female business succession in family firms
9. Corporate culture as an innovation driver in the skilled trades - analysis, evaluation and recommendation for more innovation
10. The role of innovation networks in the development of sustainable business models