LIST OF TOPICS FOR THESES

Chair of Service Development in SMEs and Crafts

Digital Business Models and Digital Transformation in SMEs and Crafts

1. Implementation of new business models in SMEs
2. Digital maturity – a systematic literature review
3. Design and implementation of a chatbot for knowledge transfer in craft businesses
4. Requirements for digital knowledge transfer in SMEs: An analysis of industry-specific challenges
5. Knowledge transfer in hybrid work environments: Success factors and technical solutions

Artificial Intelligence in SMEs and Crafts

1. Evaluation of the effectiveness of AI-based knowledge transfer tools in SMEs
2. User experience (UX) design for AI-based knowledge transfer systems
3. Optimization of small language models for knowledge transfer in SMEs
4. AI-based decision support systems for knowledge transfer: A case study in the craft sector
5. Personalized knowledge transfer with AI: Creating tailored recommendations for SMEs
6. Requirements for an AI-based knowledge platform for knowledge transfer in craft enterprises
7. AI in business: How to build a company with AI
8. Potential analysis of AI: What potentials can be achieved in processes, for example?

Entrepreneurship, Innovation, SMEs, Crafts, and Family Businesses

1. Organizational resilience in SMEs

2. Decision-making in modern management – A systemic perspective

3. Intra-family business succession in SMEs and craft enterprises

4. Succession as a driver of innovation in the craft sector

5. Business succession by women in family businesses, SMEs, and crafts – Literature review or empirical study

6. The role of innovation networks in the development of sustainable business models

7. Resilience in entrepreneurship research (systematic literature review)

8. Sustainable business models in family businesses (systematic literature review)

9. Funding as an innovation driver: Systematic development of a methodology

10. Innovations in SMEs using the example of toolmaking

Other Topics

1. Participation and democracy with AI: Various topics

2. How do we research? A systematic study of research approaches and potentials inside and outside of universities

3. Knowledge transfer between universities and practice: Requirements for digital formats in project contexts