## Titel:

**Digitalization of Business Models in Industrial Enterprises producing Discrete Goods for the B2B Sector**

## Problemdefinition:

The utilization of digital elements such as the internet or social media gets increasingly popular for enhancing business in the B2C sector (e.g. Uber, Amazon, Apple, facebook, my müsli etc.), encompassed by the term “digital business models”.

While digital business models in the B2C sector are examined in various works, literature lacks examination of digital business models in the industrial B2B sector utilized by companies that produce discrete goods. How digital elements such as online-selling platforms, product-as-a-service or virtual reality can enhance their business should be examined in this thesis.

## Work Packages of this thesis:

- Extensive literature research: definition and description of digital business models in industrial enterprises (for discrete goods not the IT or media-sector!)
- Development of a framework to collect and categorize digital elements that can be used to enhance a business model industrial enterprises producing discrete goods for the B2B sector

## Goals of this thesis:

- Clear and encompassing analysis regarding digital business models in industrial enterprises
- Overview of digital elements/approaches that can be used to develop a digital business model industrial enterprises producing discrete goods for the B2B sector

## For further information, please contact:

<table>
<thead>
<tr>
<th>Name:</th>
<th>Univ.-Ass. Dipl.-Ing. Klaudia Kovacs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tel.-Nr:</td>
<td>+43 1 58801 33042</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:klaudia.kovacs@tuwien.ac.at">klaudia.kovacs@tuwien.ac.at</a></td>
</tr>
<tr>
<td>Office:</td>
<td>Theresianumgasse 27 – 1.Stock</td>
</tr>
</tbody>
</table>