

Topic	Organizational Future Fitness – in cooperation with Jakob Maul GmbH
<p data-bbox="199 427 323 454">Overview</p> 	<p data-bbox="427 427 1385 674">We live in a fast-moving world, where organizations need to act proactively in order to shape their future and to stay in the game. Thus, the future fitness plays an important role for every innovative organization. Companies need to be prepared for both opportunities and challenges in the future working world and need to assess and plan short-and long-term actions accordingly (Stock-Homburg, 2019). But how can companies manage their business in a future-oriented way?</p> <p data-bbox="427 712 1174 745">For this thesis, we attempt to answer the following questions:</p> <ul data-bbox="480 786 1385 1039" style="list-style-type: none"> • What types of future fitness exist? • What are key drivers of future-fit organizations? • How can organizations build a sustainable culture of innovation? • How can trends based on prior developments be identified and how can these trends be used for future developments? • Which role can aspirations and expectations of the company play when it comes to organizational future fitness? <p data-bbox="427 1081 1362 1218">In cooperation with Jakob Maul GmbH you will shed light on these questions. Examining their innovation process, you can conduct a target-actual comparison to assess the company’s fitness and outline future growth and development opportunities for Jakob Maul GmbH.</p> <p data-bbox="427 1261 1374 1469"><i>Jakob Maul GmbH (MAUL) is a leading brand manufacturer of office products and specializes in the areas of lighting, presentation technology, workplace equipment and office supplies. High-quality products made of metal are manufactured in Bad König (Zell) and plastic products are produced in the modern machinery in Kirchen. MAUL is an internationally operating company with 190 employees.</i></p> <p data-bbox="427 1512 1390 1720">Exemplary literature: Stock-Homburg, R. & Lukoschek, C. (2019), Measuring and Designing Future Fitness with the Future Work Navigator (Zukunftsfähigkeit messen und gestalten mit dem Future Work Navigator), p. 191-207, in: Groß, M., Müller-Wiegand, M., & Pinnow, D. F. (Hrsg.), Zukunftsfähige Unternehmensführung: Ideen, Konzepte und Praxisbeispiele, Berlin: Springer Gabler.</p>
<p data-bbox="199 1765 323 1792">Language</p>	<ul data-bbox="480 1765 1219 1839" style="list-style-type: none"> • Very good knowledge of German is mandatory • The written work should preferably be written in German
<p data-bbox="199 1879 352 1951">Additional information</p>	<p data-bbox="427 1879 671 1906">Start: October 2022</p> <p data-bbox="427 1917 911 1944">Type of work: Bachelor or Master thesis</p> <p data-bbox="427 1955 1182 1982">Prerequisites: Interest in topics in regard to the future of work</p> <p data-bbox="427 1993 1118 2020">Field of study: psychology or business students preferred</p>

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