

Topic	Implementing digital technologies in organizations
Overview	<p>In today's business landscape, the implementation of digital technologies is essential for organizations that want to succeed in a constantly evolving environment. The integration of advanced technologies not only increases operational efficiency, but also enables adaptation to changing market dynamics. Due to their ability to perform complex tasks and interact with people, service robots offer significant potential for organizations. As a result, service robots can play a critical role in addressing the shortage of skilled workers, improving customer experience, and increasing productivity.</p> <p>This work will review existing knowledge about digital technologies with a focus on service robots in organizations (e.g., digital transformers, digital natives).</p> <p>Exemplary research questions are:</p> <ul style="list-style-type: none"> • What is digital transformation and how can service robots contribute to it? • How can the successful implementation of service robots be measured, which key performance indicators are suitable? • Which organizations are using digital transformation to prepare for the future? • How do digital natives use service robots? <p>The questions could be answered within the scope of a literature review.</p>
Language	English preferred
Additional information	<p>Start: June 2024</p> <p>Type of thesis: Bachelor or master thesis</p> <p>Requirements: interest in the topic, motivation</p>
Publication options	Excellent works can be submitted as international conference paper or to the working paper series on Market-oriented Management of the chair of Marketing and Human Resource Management.
Literature (examples) <i>All references mentioned here can be accessed via google scholar.</i>	<p>Holmström, J. 2022. "From AI to Digital Transformation: The AI Readiness Framework," Business Horizons (65:3), pp. 329-339.</p> <p>Huang, M.-H., and Rust, R. T. 2021. "Engaged to a Robot? The Role of AI in Service," Journal of Service Research (24:1), pp. 30-41.</p> <p>Majchrzak, A., Markus, M. L., and Wareham, J. 2016. "Desiging For Digital Transformation: Lessons For Information Systems Research From The Study of ICT and Societal Challenges," MIS Quarterly (40:2), pp. 267-277</p> <p>Wirtz, J., Patterson, P. G., Kunz, W. H., Gruber, T., Lu, V. N., Paluch, S., and Martins, A. 2018. "Brave New World: Service Robots in the Frontline," Journal of Service Management (29:5), pp. 907-931.</p> <p>Vial, G. 2019. "Understanding Digital Transformation: A Review and a Research Agenda," The Journal of Strategic Information Systems (28:2), pp. 118-144.</p> <p>Watt, M. 2020. "How Digital Natives are Influencing Traditional Organizational Design," Ernst & Young (2020).</p>
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