



Current list of topics for Bachelor and Master thesis regarding **Digital Strategy Making**

Themes	Basic Literature
<p>Digital Strategy Making</p> <ul style="list-style-type: none"> ▪ How does digitalization (e.g., AI) affect the strategy process in its phases of ideation, formulation, and implementation? ▪ How do people (e.g., employees, customers) contribute to strategy making through digital media (e.g., social media, jams, online communities, competitions)? ▪ How do organizations craft digitalization strategies (as object of the strategy process) and what do these entail? <p>→ supervised by Robin Engelbach Research Associate/PhD Student Robin.engelbach@business.uzh.ch</p>	<p>Bailey, Leonardi & Barley (2012) Constantiou & Kallinikos (2015) Dobusch & Kapeller (2017) Haefliger, Monteiro, Foray & von Krogh (2011) Leonardi, (2010) Plesner & Gulbrandsen (2015)</p>

For more information do not hesitate to contact me directly. Theses can be either conceptual or empirical and can be written in German or English.





References

- Bailey, D.E., Leonardi, P.M. & Barley, S.R. (2012). The Lure of the Virtual. *Organization Science*, 23(5): 1485-1504.
- Constantiou, I. D. & Kallinikos, J. (2015). New Games, New Rules: Big Data and the Changing Context of Strategy. *Journal of Information Technology*, 30(1), 44-57.
- Dobusch, L. & Kapeller, J. (2017). *Open strategy-making with Crowds and Communities: Comparing Wikimedia and Creative Commons. Long Range Planning*.
- Haefliger, S., Monteiro, E., Foray, D. & von Krogh, G. (2011). Social Software and Strategy. *Long Range Planning*, 44(5-6), 297-316.
- Leonardi, P. M. (2010). Digital Materiality? How Artifacts without Matter matter. *First Monday*, 15(6).
- Plesner, U. & Gulbrandsen, I. T. (2015). Strategy and New Media: A Research Agenda. *Strategic Organization*, 13(2), 153-162.