GMBA Thesis Workshop

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To be an adviser

• Thesis only; no business plan.
  – Because I am not better than you in that.

• Two types of thesis:
  – Theoretical.
  – Practical.

• Research tools.
  – Data analysis (e.g., statistics).
  – Optimization (e.g., operations research).
Research topics

• Service & Operations Management.
  – Inventory, production, scheduling, routing, etc.

• Multi-sided platforms.
  – Pricing, governance, competition, etc.

• Digital economy.
  – Information goods and services.

• IT-supported education.
  – How to make it effective.
Thank you!

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