CAROLINE BARROS

SAP

Business Modeling and Value Creation in the Information and Communication Industry

PURPOSE AND OBJECTIVE

SAP Research is the global technology research unit of SAP, which significantly contributes to SAP's product portfolio by identifying and shaping emerging IT trends and generating breakthrough technologies through applied research. SAP Research's Campus-based Engineering Center (CEC) in Zurich is situated centrally in the city and was founded in April 2007. The primary goal of CEC Zurich is to conduct application-oriented research in joint projects with academic and research partners, which are drawn from all over Europe. While it generates quality outputs in many domains, the center is providing special expertise in the major area of the "Internet of Things" and "Smart Items."

The EU-funded research project "SENSEI" (http://www.ict-sensei.org) gathers multidisciplinary expertise split among 19 partners from 11 European countries. Based on future scenarios and socio-economic analysis the project aims at creating an open business-driven architecture that integrates heterogeneous (Wireless) Sensor and Actuator Networks into a global framework that facilitates services and applications via universal interfaces. The SENSEI project is involved in the creation of a future scenarios portfolio, derivation of the user requirements and analysis of both, user acceptance and business models of the SENSEI system.

EDUCATION AND QUALIFICATIONS / SKILLS AND COMPETENCIES

- Student of business administration, business informatics, economics, or related fields
- Dedication for business analysis within the scope of modern information and communication technologies
- Ability to work independently and self-motivated in a project environment
- Flexibility and teamwork skills for working in an international team
- Ideally experience in qualitative research methods
- Good written and verbal communication skills in English

EXPECTATIONS AND TASKS

In the context of the SENSEI project, we are looking for a motivated student interested in writing a diploma or master thesis in a highly qualified and international environment. We provide you with the possibility to extend your practical experience and deepen your theoretical knowledge.

Your thesis should focus on business models and value creation of information and communication (ICT) companies. Supported by SENSEI's industrial partners the thesis could aim at fostering the understanding of the environments of ICT organization, i.e. the society and its structure, the market, the customer, and the technology. That understanding could contribute to define how ICT organizations create value and how ICT organizations interact with each other. The topic of your thesis will be defined more precisely in accordance with your interest.

As the respective topic is closely aligned with the research within the SENSEI project, skilled students can be involved in scientific publications/patents as well.

Your set of application documents should contain a cover letter, a tabular CV, copies of the obtained degrees and – if available – copies of references from former professional activities. Please describe your experience and skills in the business and IT domain.

WHAT WE OFFER

Contract:	Diploma / Master Thesis Starting date: as soon as possible Preferred duration: 6-9 months
Work Location:	Zurich, Switzerland
Contact:	Ms. P. Kesselring (Toll free: 0800 558 676, International: +41 58 871 6013)
Reference Code:	

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