

Marketing Seminar

KnowIT!

Economy in times of radical social and technological changes

Summer 2021
Prof. Dr. Sonja Gensler

Today, managers face an amazing dynamic of the corporate environment. The current dynamic is driven by rapid technological development, the call for greater social justice and the questioning of traditional social norms and values. The dynamics are intensified by the dwindling natural resources, the globalization of the (economic) world, and crisis experiences such as the economic and financial crisis 10 years ago or the current Corona crisis. Technological and societal changes are closely intertwined and present managers with various challenges that require novel solutions.

The technological developments and the progressing digitalization threatens the business models of established companies and confronts them with the challenge of initiating radical change processes at all levels and stages of the value chain in order to ensure their competitiveness. At the same time, digitalization favors the development of new business models and the establishment of new companies. However, it also facilitates the formation and coordination of social movements due to easy interaction.

This seminar focuses on how people and companies in times of radical social and technological change are going to work, interact, and prosper. Thereby, three broad themes will be discussed in more detail:

- **Entrepreneurship & Innovation:** What new business models are made possible by digitization? How can entrepreneurs implement these models faster in a way that is of great benefit to all?
- **Digital Economy & Corporate Digital Responsibility:** How does technology shape economic life, and what are the economic and social effects of new market structures and business models? How can we use the available data to answer 'old' questions and identify new opportunities? How can we effectively manage and steer the data revolution?
- **Productivity, Employment, & Social Responsibility:** What will the work and the workforce look like in the future? How can we accelerate the transformation of institutions and human skills to keep up with the ever-faster pace of digitization? Who will benefit from changes in the way people and institutions interact with each other? What effects do technological disruptions have on networks, information and value flows, and geographical space?

In this seminar, you have the opportunity to learn more about one of the above topics. You select the topic, write a literature review about that topic, and present your insights addressing the following questions:

- a) What do we already know from existing research?
- b) What gaps exist in the literature?
- c) What are the key learnings for managers but also policy makers and researchers?

Since we would like to motivate critical and interdisciplinary thinking, the literature review should comprise literature from other disciplines besides marketing.

Learning objectives

Main objective of this seminar is to improve your *analytical skills* (i.e., *ability to collect and analyze information from different disciplines*) and *academic writing skills*.

After participating in this seminar, you are able to effectively summarize and categorize literature related to a specific topic and to translate academic findings into (managerial) implications. Moreover, you train your *communication* and *presentation* skills.

Seminar Requirements

The seminar consists of two mandatory assignments:

- (1) Literature review (covering questions a) and b) above) | max. 12 pages | 50% of final grade
- (2) Presentation of key learnings (question c) above) | presentation max. 5 minutes | 50% of final grade

Both assignments have to be passed to get 12 ECTS for the seminar.

The maximum number of participants for this seminar is limited to 12 students.

Timetable

What?	When?	Where?
Kick-off meeting	April 12, 2021 16:15 hrs to 17:45 hrs	tba
Q&A session “How to write a literature review?”	May 3, 2021 16:15 hrs to 17:45 hrs	tba
Submission of report (paper-based and electronically)	June 7, 2021 14:00 hrs	Learnweb/MCM 202
Submission of presentation (electronically)	June 17, 2021 14:00 hrs	Learnweb
Presentations and discussion (5 minutes + 10 minutes discussion)	June 18, 2021 10:00-14:00 hrs	tba

During the course of the seminar, you can schedule individual **meetings** with your supervisor if you have any questions. Please contact your supervisor to arrange an appointment.

For specific questions, please contact Prof. Dr. Sonja Gensler (s.gensler@uni-muenster.de).