

Master thesis ideas, 2016

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Supervisor key words:

Intellectual property rights, innovation management, value capturing and value creation, and university industry collaboration.

Master thesis ideas:

1) The use of secrecy and or knowledge sharing for creating and capturing value from innovation in the Danish wine industry.

A EU regulatory change in year 2000 made commercial wine production possible in Denmark. Since then the Danish wine industry has developed into an industry characterized by approx. 70 small wineries and vineyards run mainly by small start-ups and individual entrepreneurs. Due to the unique characteristics of the Danish fauna and soil, wine production techniques cannot be transferred from other wine manufacturing countries but need to be invented locally. In this project the aim is to study how new technologies and processes for winemaking is being created, focusing on secrecy and knowledge sharing as early empirical work indicate that the entrepreneurs in Denmark are more open towards sharing techniques and processes compared to wine producers internationally.

2) An explorative study of how to capturing value from innovation by applying shrink wrap licenses

U.S. Courts have recently upheld "Shrink Wrap" licenses, therefore prohibiting reverse engineering of software that have been wrapped and labeled with shrink wrap. This will most likely mean that more firms will apply this method of appropriation in the future, not only to software but maybe also food, chemicals etc, however, our knowledge of how shrink wrap is used, by whom, and on which type of technologies is based on anecdotal evidence from courts. The thesis proposed is therefore an explorative study of shrink wrap and the implications for society, users, followers and innovators. Essentially giving first insights into how shrink wrap will influence value capturing strategies for firms.

3) Entrepreneurship thesis project

This type of thesis project is relatively new at KU, it is based on the idea that some students have valuable business ideas that they during the course of their thesis could explore further. Eventually, making the thesis a stepping stone for the student to decide on whether to start up a business based on an idea developed during their studies. An entrepreneurship project has two main parts, one part that relates to the product (it can be a new technology, a new service etc.) for this part the student will have a supervisor that knows the technical details of the topic, (e.g. if it concerns a biomarker it will be a biotech professor) and a second part that stresses how the idea will be transformed into a business, which I'm happy to supervise. The two project parts are done in parallel and often inform each other. Prior thesis projects I've been part of supervising are now very promising start-ups.