

Masteroppgaver innenfor strategi og ledelse, strategisk økonomistyring

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Jeg veileder oppgaver innenfor strategiutvikling og –implementering. Jeg vil spesielt gjerne veilede oppgaver som handler om samarbeidsrelasjoner og koordinering mellom bedrifter eller internt i bedriftene, utvikling av strategiske styringssystemer og kunnskapsledelse, innovasjon og entreprenørskap i etablerte bedrifter (strategisk entreprenørskap) og analyse av endringer på bransjenivå. Jeg forutsetter at de som jeg veileder har tatt BUS305 og minst ett kurs i samfunnsvitenskapelige metoder.

Alle temaene forutsetter samarbeid med næringslivet/ offentlig sektor i alle fall til en viss grad, men vennligst vent med å ta kontakt med virksomheter før etter at forskningsplanen din er godkjent av veilederen. Avhengig av vinklingen på temaet og samarbeidsrelasjoner med virksomheter kan man samle inn data gjennom spørreundersøkelser, intervjuer eller fra bedriftenes egne databaser og kommunikasjonsplattformer. Man kan også analysere dokumenter som har blitt publisert om virksomheter/ bransjer og som er offentlig tilgjengelige. Med tanke på NMBUs fokus på miljø, bærekraftig utvikling, bedre folke- og dyrehelse, klimautfordringer, fornybare energikilder, matproduksjon og areal- og ressursforvaltning, kan du med fordel knytte oppgaven din opp mot disse temaene ved for eksempel å studere bedrifter i energi-, fiskeri/akvakultur-, skog- eller matvarebransjen. Du kan også gjerne vinkle oppgavene mot offentlig sektor.

Disse temaene ovenfor er brede og inkluderer mange mulige deltemaer og problemstillinger som du selv bestemmer som en del masteroppgaveskrivingen. Her er likevel noen mer spesifikke forslag (på engelsk men du kan selvfølgelig skrive oppgaven på norsk):

Strategies for artisan companies

We experience a surge of micro artisan companies: small-scale leather work, microbreweries, small-scale food production, jewelry, etc.. The digital revolution has enabled craftspeople to reach the potential customers all over the world in ways previously unimaginable. How do these firms operate? What are the sources of competitive advantage? How do they utilize the digital resources to make a living of age-old skills in the world dominated by network effects and mass production?

Managing strategic partnerships between start-ups and large, established firms

Business relationships between start-ups and large, established firms are increasingly common. On the paper, the relationship often seems a match made in heaven: the start-up's technological expertise and entrepreneurial spirit is combined with the incumbent's large-scale production, execution abilities and the downstream assets (e.g., marketing, distribution). These types of relationships have, however, special challenges. How do the Norwegian start-ups/ established firms develop their relationships with each other? What are the lessons learnt and how can such relationships be governed to the joint benefit of both partners?

Fintech and the Norwegian small- and medium-sized enterprises

The supply of fintech services for SMEs is growing rapidly. The digital revolution has enabled an emergence of new type of international service providers specialized in accounting and bookkeeping and other types of financial services related to payments, invoice financing, equity crowdfunding, etc.. Many of these firms share the basic business idea: to target small-sized and

microfirms by offering an easy-to-use electronic solution and related online support. See, e.g., <http://nordic.businessinsider.com/a-startup-founded-by-a-finnish-swedish-tech-rockstar-wants-to-demolish-the-concept-of-accounting---with-an-ai-powered-solution-2017-7/> How do the owners of microbusinesses utilize fintech in Norway and how does it affect their financial management and control (økonomistyring)? How do the traditional service providers respond to the introduction of new technologies? How is the business landscape for the providers of fintech in Norway? How do the new actors develop trust with their clients?

The emergence of the residential solar industry/ some other industry in Norway

How do new industries emerge? How does competition develop over time and how do the industry pioneers adapt to the industry development? How do the actors develop their own reputation and that of the industry? We simply still know very little about the early stages of industry emergence despite the fact that kick-starting new industries after the oil era is a burning problem in Norway.

Open strategy for the open world: effects on performance management and the design of strategy process

Due to more highly educated workforce, the readily available social media technologies and competition through ecosystems, the current trend is towards more involvement in the strategy work, i.e., more open strategy. Recent research has started to examine the pros and cons of more transparency in strategic issues as well as wider inclusion of various stakeholders. How do the Norwegian strategy makers respond to the demands for more openness? How do they evaluate the pros and cons of this development, and how has the design of the strategy process changed?

In many firms, sophisticated, integrated information systems link financial information, internal non-financial information (quality, delivery) and information about customers, competitors and suppliers. The resulting reports combine accounting information with broader strategy information, and give considerable freedom for the managers to choose suitable metrics, report composition, the frequency of monitoring and the distribution of the resulting performance data. The underlying assumption in many performance management systems (such as balanced scorecard) is that reporting additional information is beneficial for decision making. However, in practice we see a wide variation in the reporting of additional metrics and how they are utilized, as an example, in performance evaluation of profit-center managers or in external communication. How do the companies make decisions concerning the reporting and use of available information? How does the amount and quality of available information affect decision making within organizations? How is the information used strategically towards external stakeholders such as investors? How do companies choose and design IT-solutions for performance management?

Bedriftssamarbeid gjennom bransjeorganisasjoner/ strategiarbeid i bransjeorganisasjoner

Vil du jobbe i Innovasjon Norge, NHO, ECONA eller tilsvarende? Har du allerede arbeidserfaring fra samarbeidsorganisasjoner enten i det offentlige eller i privat sektor? Hva kreves for at samarbeid mellom konkurrerende virksomheter lykkes gjennom en bransjeorganisasjon?

Hvordan pågår strategiarbeid i en slik organisasjon? Hva med bransjeorganisasjoner i non-profit sektoren som f.eks. Ungt Entreprenørskap eller politiske organisasjoner?