Master Thesis – Value Modeling in Enterprise Strategy Development

Background
Value modeling has in recent years been proposed and advocated as a method to explicate and quantify the disparate and often conflicting values pursued within an organization. While multiple case studies have reported on benefits of value modeling in a product feature context, there is less empirical evidence of its applicability to enterprise-scale strategy.

Thesis Description
This thesis proposal aims to study and evaluate efforts to apply value modeling in an enterprise strategy context. We wish to compare efforts and outcomes in a studied industry case to proposed best practices in literature. At the same time, we would like to determine the applicability of value modeling at large and guide future applications in similar contexts.

The proposed methodology for addressing this problem is a combination of the following:

- Literature study and comparison to de facto application in the studied case
- Follow-up interviews with involved parties and stakeholders in the studied case to establish perceived consequences of value modeling.
- Identification and quantification of key result metrics to evaluate the efficacy of the value modeling effort.

Qualifications
This project is intended for students in industrial engineering and management, specializing in digitalization.

Extent
2 students, 30hp each

Location
Ericsson AB Mjärdevi, Linköping

Preferred Starting Date
Spring 2022

Keywords
Enterprise Strategy, Value Modeling, Strategy Development

Contact Person
Daniel Ståhl
+46 76 14 97 573
daniel.stahl@ericsson.com