Production and Operations management has entered intelligent production, making smart and data driven operations a reality. With the changing of technology, industrial business model, especially for digital business model, is changing as well.

New digital technologies such as Blockchain and Industrial Cloud, Big Data and Machine Learning provide more approaches aimed at developing digital business model. Examples include “pay for data” as digital business model for Industry 4.0 firms and using Machine Learning approach in developing new digital business model.

Looking into the future, the challenge how to intelligently build a customized digital business model for creating and capturing value for provider and customers have to be solved. This thesis is based on an existing approach how to configure suitable business models. Thus, the target of this thesis is to validate this approach and implement it on an Industry 4.0 Automation Platform.

**TASKS**
- Developing web-based interface for digital business model
- Optimizing the meta-digital business model
- Generating novel digital business model enabled by machine learning
- Validating the novel digital business model on an automation platform

**FURTHER INFORMATION**
- Start: 15.12.2020
- Duration: 6 months
- Courses of studies: MACH, WiWi, INFO.
- Basics: JavaScript, Python

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