

# **Perspectives on environmental scanning in property companies in the real estate sector to support innovation capability**

## **Background**

Environmental scanning in strategic management and innovation is an essential component of many organizational processes. As an organizational, practice environment scanning is seen to contribute to strategic sense-making as well as organizational learning related to innovation.

The aim of the thesis is to investigate how business environment scanning can support the innovation capability in property companies.

This master thesis will be connected to an ongoing project on how to improve innovation capacity of property companies within the real estate sector. Within the project the actors need to better understand how and what in business environment scanning can support not only the development of company strategy, but also support in the start-up phase of construction projects where there is an ambition of developing innovative solutions and ideas.

Involved partners in the project are Vasakronan, Riksbyggen and Akademiska Hus. The project is led by the consultant company FOG.

The students will be supervised by researcher Kamilla Kohn Rådberg at TME department at Chalmers University of Technology and work closely with FOG and some of the project partners in project.

## **Master thesis potential objectives**

- Collect data and analyze how and to what extent environmental scanning is conducted and used
- Make proposals on how to use environment scanning in a systematic way related to innovation
- Make proposals on process and scope for environmental scanning related to innovation projects

The objectives will be discussed and formulated by the students in collaboration with partner organizations and supervisor.

## **Requirements**

- Knowledge innovation management and strategy

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