

How can the real estate sector better cope with the transformative change digitalization and sustainability challenges implies?

Background

The real estate sector is often claimed to be a traditional sector, lacking the ability to drive change and transformation. However, as we have seen the fin-tech sector developed we now see the same for a con-tech sector. Nevertheless, the real estate sector needs to embrace and understand the importance of digital transformation if the digitalization is to be an advantage for the firm and staying relevant for the future.

The aim of the thesis is to investigate how the real estate sector are embracing the transformational change digitalization and sustainability challenges implies. You will work with firms in the con-tech sector as well as real estate firms.

Theoretical focus;

- Innovation management
- Transformational change management
- Organizing for innovation and disruptive business development

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

The students will be supervised by researcher Kamilla Kohn Rådberg at TME department at Chalmers University of Technology and work closely with involved partners.

Requirements

- Students from either Entrepreneurship and Business design or MEI-program
- Fluent in Swedish

For more information, please contact Kamilla Kohn Rådberg, Entrepreneurship & Strategy, TME

kamilla@chalmers.se