Do you want to be part of change, make an impact and engage an organization?

Master thesis worker – Strategy gamification

The world around us is changing. We see growth and development in economies, increase in global population, new consumer demand pattern through e-commerce and trade, rapid development with disruptive technologies, tougher demands on environmental care and sustainability. All of these trends will require us in Volvo Group to be a contributor in society and play our part in providing efficient, environmental friendly and sustainable solutions when it comes to mobility of people and goods – where Volvo Group is driving prosperity through transport solutions.

Strategy & Business Office, [part of Service Market Logistics, Volvo Group Trucks Operations] is driving strategic change and setting a strategic direction where we through our services in the Service Market are focusing on our customers and making a difference for people using our products and services, every day. Through curiosity, innovation and collaboration, we believe in driving a progressive Service Market Logistics. Having passion for what we do, taking initiatives to drive strategic change, trust in our people, delivering performance and value mind-set are key values for us in Strategy & Business Office.

Within Strategy & Business Office, we truly believe in order to be successful with our strategy – the whole organization needs to be connected, engaged and committed to our strategy on a day-to-day basis. With innovation and new technologies, we are interested to understand whether gamification could be used to create a better understanding of our strategy, but also connect, engage and secure commitment from our organization when it comes to our strategy.

As a Master thesis worker, you will be part of a diverse and dynamic team working closely within Strategy & Business Office team, Executive Management Team and with several other functions and stakeholders.

Thesis scope: Main activities and role description

- Understand how we are working with strategy development, implementation and communication
- Identify opportunities with gamification to strengthen connection, engagement and commitment in the organization through academic research, benchmarking applications of gamification and results from these benchmarks in other companies, and how gamification could be applied within Service Market Logistics to strengthen the strategic focus in the organization
- Recommend how to work with gamification when it comes to strategy roll-out within SML
- Focus should be how to deploy, communicate and get feedback on the strategy. The objective is to increase engagement about the strategy in the whole organization during the entire strategy period. For example by having interactive gamification solutions where teams around SML can “compete” and increase awareness about what other teams are doing to achieve progress and overcome challenges. Elements of competition and direct feedback should be explored as well as befitting from the global diversity of SML.
- Gamification is a technique for motivation, so it ties very directly into psychology. Explore the relevant major psychological concepts relevant to gamification in an origination like SML. Focus on behavioral approaches and reward design; but also identify the risks and alternatives to a gamification approach.

What we are looking for

We are looking for person(s) with high degree of innovation and can see the opportunities in terms of gamification application, strong problem solving and analytical capabilities ready to see how we can strengthen the way we work with strategy implementation, interaction and communication. You have the ability to address a wide range of questions and challenges, and able to draw conclusion and present recommendations to drive strategic change. You are a person that enjoys working in a dynamic environment, having strong social & inter-cultural skills working close to colleagues both locally and globally. You like to challenge yourself enabling personal development and growth.
The successful candidate is a strong communicator, both verbally and through creation of visual communication material. (S)he further has a holistic mindset, know how to facilitate a discussion, enjoys teamwork and is collaborative by nature.

In a group that values quality, safety, environment, diversity and respect for the individual, the person holds strong personal credibility, integrity and creativity. You work in accordance with the Volvo Values and the Code of Conduct.

**Student profile and application:**
Master Students in Technology management or similar fields

Excellent proficiency in the English language is required

**For further information, please contact:**
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**To apply:**

**Last application date:** Nov 6th 2018