

Óscar Fernando Bustinza Sánchez

Reader

Department of Management



- Research:
 - PI Service Innovation: H2020 - MAKERS Project "Smart manufacturing for EU growth and prosperity" (Work package "Industry 4.0") & MINECO Project "Understanding the impact of Servitization on Supply Chain Management"
 - Area of interests: Supply-Demand Chain Management, Service Innovation-Servitization, Industry 4.0.
- Contact details:
 - Office: A.205
 - Tutorial hours: Tuesday and Thursday: 9.30 a.m. to 12.30 a.m.
 - Phone number: 958 241000/20177 email: oscarfb@ugr.es
- Teaching in Master in Economics:
 - Flexibility and Strategic Change (2nd quarter)
- TFM proposal: Topics related with above topics in the context of manufacturing firms
- Internship proposal: Demand Chain Management and Servitization in Manufacturing Firms. Information about the topic <http://www.makers-rise.org/>

Subject Flexibility and Strategic Change (2nd Trimester)

- ¿For who? For students interested in debate about Supply-Demand Chain Management, Service Innovation-Servitization, new Business models in manufacturing firms, and Industry 4.0.
- At the end of the course, student will be able to:
 - understand the relevant existing theories, tendencies and debates about these topics
 - distinguish the effect of digital servitization on Demand Chain Management
 - deduce the interdependencies between servitization and new business models
 - Formulate and answer questions related to business strategies the context of the Industry 4.0
 - Plan and organize business diagnostic studies
- Prerequisites: basic knowledge on strategy is recommended.
- Assessment: - Individual tests: 45%. It consists on 3 tests assessing 1) Flexibility and strategic change, 2) Strategic network design, and 3) Supply Chain Management. Oral group presentations: 35%. Active participation in discussion sessions and the degree of interest of the interventions. It will consider the level of student involvement in the subject matter and the degree of ongoing monitoring of the development of the course (20%).



Topics proposal for Master Thesis (TFM)

- Topics related with how companies transform their business models underpinned on the implementation of service innovations. Context: Industry 4.0 <http://www.makers-rise.org/>
- For instance, Master Dissertations related to the following:
 - Analysis on how digital technologies enable demand changes.
 - Economic assessment of the impact of digital business model implementation in firm performance.
 - Real-world studies analyzing cases in which social networks or big data is used to enhance firm competitiveness.
 - Analysis of how digital technologies transform the value chain in manufacturing firms.
 - The effect new entrants implementing digital business models have on supply chain structures and their value network dominance.
- Prerequisites:
 - Showing interest about researching in demand chain management, Industry 4.0, service-innovation and business models related
 - Compulsory to be enrolled on “Flexibility and Strategic Change” course
 - Methodological seminars (i.e. Multivariate analysis) are recommended

Topics proposal for Internship

- Proposal “Industry 4.0: The rise of smart manufacturing”
 - A literature review of crucial concepts associated to the symbiosis between traditional manufacturing and services.
 - A review of the main methodological approaches dealing with service innovation technologically enabled, in particular those applied to manufacturing contexts
 - An estimation of the impact of new business models on future strategy and performance
 - A descriptive analysis based on the variables described above using SPSS.
- Prerequisites:
 - **Showing interest about research on demand chain management, empirical studies related and data interpretation**
- Other information:
 - 12 ECTS = about 180 hours
 - Start : February
 - Time schedule: at least 12 hours / week .

