



#### **Projektstudium:**

### **Evaluation of External Innovation Models for Renewable Insulation Materials**

#### **About Knauf**

Knauf is a multinational, family-owned manufacturer of building materials. Their headquarter is located in Iphofen, Germany but also maintains a Digital Hub driving digitalization efforts based in Munich. Knauf generates over 10 billion Euro in sales from manufacturing construction materials for drywall construction, plasterboard, cement boards, mineral fibre acoustic boards, dry mortars with gypsum for internal plaster and cement-based external plaster and insulating materials but also glass wool, stone wool and other insulation materials. Its 35,000 employees work in over 86 countries around the world.

#### **Your task**

- Conduct dedicated research deep dives within the building materials industry and adjacent industry segments to capture prevalent collaboration and access models of external innovation of relevant competitors with a focus on renewable insulation materials
- Understand existing cooperation models between building materials producers and external partners or customers (e.g., with distributors in regards to logistics with respective pros and cons)
- Qualitatively and quantitatively assess collaboration and access models and identify industry leaders and best practices

#### **Your profile**

- You should be a team of 2 to 5 students in your Bachelor or Master studies
- You should be ready to start this project study in Winter Term 2020/2021
- You should have solid German and English skills as well as analytical knowledge
- You are pragmatic, motivated and passionate

#### **Your benefits**

- Work closely together with Digital experts at Knauf's Digital Hub, driving digital projects throughout the organization globally
- Get first-hand experience to understand how manufacturing firms implement digitalization initiatives
- Work independently in a project-based setting with continuous support by Knauf experts
- Gain a head-start at beginning your career at Knauf

#### **Your application**

Please direct your team's application (including a joint cover letter, CVs, transcripts and relevant references) to Andreas Kronthaler and Markus Biebl, your point of contact at Knauf, and Anna Hepp at the Chair of Management Accounting. Feel free to reach out in case of any questions. We are looking forward to your application.

- Andreas Kronthaler ([kronthaler.andreas@knauf.de](mailto:kronthaler.andreas@knauf.de)), Markus Biebl ([Biebl.Markus@knauf.de](mailto:Biebl.Markus@knauf.de))
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