MSc Thesis Opportunities in a WASP-HS Project:
Artificial Intelligence and Industrial Transformation

The project aims to explore how the technology shift to artificial intelligence (AI) and autonomous systems might transform the technology-based industry in Sweden. The project is funded by the Wallenberg AI, Autonomous Systems and Software Program – Humanities and Society (WASP-HS) for the period of 2021-2026.

We are looking for motivated MSc students with a range of disciplinary backgrounds, research interests and competences. Some experience with artificial intelligence / machine learning is preferable but not a must.

We are open to original ideas and proposals. If you have already established ideas/contacts within the broader domains of artificial intelligence, you can feel free to contact us and discuss your ideas. We are happy to provide supervision for company-based master theses that can create knowledge synergies with our ongoing project as well.

If you do not have an established idea, you can use some of the following research topics as a starting point and contact us for further discussion.

- Analysing the emerging innovation ecosystem of large language models in Sweden
- Adoption of generative AI in knowledge-intensive work
- Unintended consequences of algorithmic decision-making in business

For some inspiration, feel free to check the following theses that we have previously supervised.

- Adoption of Generative Artificial Intelligence in Professional Services: A case Study of an Established Firm (Minasyan, 2025)
- Early Adoption Stage of AI Technologies in a Small-Scale Management Consulting (Wenzink, 2024)
- Identifying barriers to increased AI in the insurance industry: A case study (Haglund, 2024)
- Data Quality Management: Achieving Success and Excellence in the Digital Age (Sörqvist, 2024)
- Leveraging AI for Service Productivity in Heavy-Duty Truck Repair and Maintenance Operations (Eriksson & Mauritzon, 2024)
- Paving the way for AI Implementation in Professional Service Firms: Uncovering Affordances and Constraints (Gatter &Soler, 2024)
- Exploring the Phenomenon of Data Science: An Exploratory Study of the Field and its Scientists (Bäck, 2023)
- Study of AI Service Providers in IT Consulting, Marketing, and Law (Hovsepya & Johansson, 2023)
- Exploring opportunities for improving clinical decision support systems in diabetescare consultations (Gisseman, 2023)

Contact us by 15 November 2025 the latest.

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