PhD Thesis Project Offer

(Valid from March 2026)

Provisional Title of the Doctoral Thesis

Data-Driven Companies: Digital Transformation and New Business Models in the Digital Economy

Subject area* / Research line

Branch of Social and Legal Sciences / Business and Digital Transformation

Summary of the Doctoral Thesis (maximum 300 words)

The growing digitalization of the economy is profoundly transforming how companies operate, compete, and generate value. Technologies such as data analytics, cloud computing, digital platforms, and the Internet of Things (IoT) are enabling organizations to develop new business models, improve processes, and make decisions based on real-time information. This doctoral thesis will analyze how companies are incorporating these technologies into their digital transformation strategies and their impact on competitiveness, organizational efficiency, and innovation. The research will combine a theoretical review with empirical analysis and case studies in real organizations to identify best practices and understand the factors that facilitate or hinder the effective adoption of digital technologies in the business environment

Is the development of this thesis associated with the execution of any research project? If so, provide details of the project (title, funding entity, and execution period)

No

Academic Profile of the Student (maximum 200 words)

Graduate or Bachelor's degree in Business Administration, Economics, Marketing, or other related degrees in the business or technological field. A Master's degree that grants access to doctoral studies is required, preferably in areas related to business, economics, management, innovation, or technologies applied to business.

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*See the Subject Areas at https://www.urjc.es/informacion-practica#oferta-proyectos-de-tesis.
Each project will be included in a single subject area.