



Master-Thesis / Practical Study Product Data Management for E-Commerce Internationalization

E-commerce is still a major growing market for merchants and manufacturers of consumer goods. While western core markets are well developed, there is potential for massive growth in emerging countries such as China, India or South Africa.

However, European companies struggle with entering those markets due to the complexity of the end-to-end value chain. These processes comprise front-end issues like product placement in different country-specific sales channels as well as back-end challenges like customs, taxation and safety regulations. Key to managing these complexities is an efficient management of product data. As an international logistics service provider FIEGE offers a variety of enabling services for cross-border e-commerce and seeks to provide additional value added in product data integration.

In this context FIEGE offers a master thesis topic that aims to develop the following deliverables:

- Conceptualization of a data modeling / capturing method for integrated product data
- Development of a reference model for marketplace-based cross-border e-commerce (pilot country: China)
- Implementation of the reference model in cooperation with a software provider for product information management and marketplace integration including both template data structures and data integration workflows

The practical study is aimed at master level students in information systems, since it specifically requires a combination of conceptual, technological and managerial skills.

If you recognized yourself in that profile and if we were able to pique your interest please send your application to:

milan.karow@fiege.com

Dr. Milan Karow,
Head of E-Commerce IT
at FIEGE Logistik Stiftung & Co. KG



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