



Call for:  
**MASTER THESIS**

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**Collective Intuition in Industry-based Innovation Teams**

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This master's thesis will be jointly supervised by the Institute of Entrepreneurship and Innovation Science (ENI) at University of Stuttgart and the UC Business School at University of Canterbury, New Zealand, in winter term 2023/24.

**Topic Description:**

Intuition plays a vital role in how managers navigate the uncertainty surrounding any new innovation. Recent research has identified at least four different types of intuition that are used in practice in such settings, i.e. expert intuition, creative intuition, social intuition, and temporal intuition. These need to be used in an appropriate balance with analytic thinking at different stages in the innovation process. These types of intuition have largely been studied in terms of individual dual process psychology to date. However, we know that in the vast majority of cases, innovation relies on teams working together effectively in order to create, refine and implement novel and valuable solutions for organisations. But not a lot is known about the collective intuition of teams in such settings. We have developed a novel method for potentially capturing the collective cognition of an innovation team, which will allow us to examine collective intuition in practice. This masters project will test this novel method by engaging with industry-based innovation teams and analyze the value, or otherwise, of such an approach in examining collective intuition in early stage innovation teams.

**Goals & Expected Contributions:**

1. Plan and test the novel data collection method for collective intuition in industry based innovation teams
2. Analyze the validity of the data collection method, including value to the innovation team
3. Describe any emergent findings relating to collective intuition in innovation practice

**Initial Readings:**

- Akinci, C., and Sadler-Smith, E. (2019). Collective Intuition: Implications for Improved Decision Making and Organizational Learning. *British Journal of Management*, 30(3), 558-577. <https://doi.org/10.1111/1467-8551.12269>
- Walsh C., Collins J. and Knott P. (2022) The four types of intuition managers need to know. *Business Horizons* 65(5): 697-708. <http://dx.doi.org/10.1016/j.bushor.2021.12.003>
- Walsh C., Knott P. and Collins J. (2023) The role of intuiting practices in navigating strategic opportunities. *Long Range Planning* <http://dx.doi.org/10.1016/j.lrp.2023.102323>

**Your Profile:**

You can apply for this master's thesis call if you (are)...

- highly motivated to work in a structured way and in collaboration with industry partners.
- interested in the topic.
- creative and interested in learning new things, topics, and methods.



**University of Stuttgart**

Institute of Entrepreneurship and Innovation  
Science (ENI)



- enrolled in either MSc BWL / MSc BWL t.o. / MSc TechMan program.
- have previously completed at least one course offered at ENI (or plan to do so during your thesis semester).

### **How to Apply:**

Application deadline: October 30<sup>th</sup>, 2023.

To apply, please prepare a max. 2-page exposé summarizing your proposed approach to the topic and a proposed preliminary overview of contents. Please also indicate if you have already completed a course at ENI and don't forget to add your contact details. You may submit your exposé via our website: <https://www.eni.uni-stuttgart.de/en/teaching/Courses/Bachelor-and-Masterthesis/>

If you have questions about this call, please reach [dominik.hoerauf@eni.uni-stuttgart.de](mailto:dominik.hoerauf@eni.uni-stuttgart.de)

**We are looking forward to working with you!**