

## ESSAY TOPIC

### Master in Management Munich Campus

Barriers to reaping the benefits of digital technologies in the food sector from a technological and market perspective

### Master in Management Heilbronn Campus

“The digital transformation and efforts towards a sustainable value creation are two major phenomena of this decade. Please shortly illustrate (i) one example where digital technologies promote more sustainable value creation and (ii) one example where such technologies brake or even run contrary to sustainability value creation. Please select these two examples from your home country.”

## GUIDELINES

- Language: English
- Style: Essay/paper, please base your work on an appropriate number of sources
- Quoting style: your choice, please use one quoting style consistently
- Font: Times New Roman
- Font Size: 12
- Word count: min. 1500 and max. 2000 words (Declaration of authorship and bibliography not considered)
- Margins: 2 cm
- Line spacing: 1.5
- **The essay will need to be uploaded in TUMonline as PDF file before you can finish your online application.** Please name the PDF document as follows:  
surname\_name\_Essay.pdf  
Example: Mustermann\_Felix\_Essay.pdf

## IMPORTANT

We expect a high standard of scientific work from our applicants. Therefore, applicants who do not meet these standards, as in cases of plagiarism or the use of AI (e.g. ChatGPT) evidenced in the essay, will be excluded from the process.



**Essay Topic:**

(Please write the essay topic that correspond to the location you are applying to.)

**Name: Xxxxxx Xxxxxx**

**Date: xx.xx.xxxxx**