

## **Open topics for video theses at E&I**

September 2022

### Porter's Five Forces

Porter's Five Forces Framework is a method of analyzing the operating environment of a competition of a business. It draws from industrial organization economics to derive five forces that determine the competitive intensity and, therefore, the attractiveness of an industry in terms of its profitability.

For this topic, your written part should explain the dynamics of the forces. Your educational video should display a real-life example of the method applied in practice.

### Market Entry Barriers

Understanding market barriers is important in the context of entrepreneurship and innovation because they inform about what innovators can do in order to defend against imitation and what obstacles new entrants or imitators might face.

For this topic, your written part should explain different market entry barriers. Your educational video should display a real-life example of market entry barriers in practice.

### Morphological analysis

Morphological analysis is a method for exploring possible solutions to a multi-dimensional, non-quantified complex problem.

For this topic, your written part should explain the creativity method. Your educational video should display a real-life example of the method applied in practice.

### Technological Competence Leveraging

Technological competence leveraging (TCL) is a specific outbound open innovation strategy. It refers to the process of systematically searching for, evaluating, and exploiting new market opportunities for new or existing technologies of the focal organization.

For this topic, your written part should explain the TCL method. Your educational video should display a real-life example of the method applied in practice.

### Business ecosystems

Business ecosystems are symbiotic partnerships between two or more companies that result in a product offering that none of the parties would be able to offer alone.

For this topic, your written part should explain business ecosystems. Your educational video should display a real-life example of business ecosystems.

## Prisoner's dilemma

The prisoner's dilemma explains the problems of cooperation. It shows that it can be individually rational to be non-cooperative – even if the cooperation would help both parties.

For this topic, your written part should explain the prisoner's dilemma. Your educational video should highlight a real-life example of the prisoner's dilemma.

**If you are interested in writing your thesis on one of these topics or have further questions regarding them, please contact us via [entrep-office@wu.ac.at](mailto:entrep-office@wu.ac.at)**

**...or is there a CL-1 element that you think deserves such a video?**

Tell us more about it via this e-mail: [shtefi.mladenovska@wu.ac.at](mailto:shtefi.mladenovska@wu.ac.at)