

The Energy & Strategy Think Tank (ESTT) at WU's Institute for Strategic Management (ISM) (<https://www.wu.ac.at/en/ism/energy-strategy-think-tank/>) invites applications for a master thesis.

**Working Title:** *Institutional Innovation of Smart Home Ecosystems*

**Scope, Aims, Methods, and Initial Literature:** Institutional innovations are novel, useful, and legitimate changes that alter cognitive, normative, or regulative mainstays of a field (Raffaelli & Glynn, 2015). Scholars advanced our understanding the nature of institutional innovations (Furnari, 2014; Hargadon & Douglas, 2001; Hargrave & Van De Ven, 2006; Lounsbury & Crumley, 2007; Raffaelli & Glynn, 2015; Rao, Morrill, & Zald, 2000; Vermeulen, Büch, & Greenwood, 2007). A prime example of an institutional innovation is the shift from "offline" homes to smart homes (Peine, 2008).

Focusing on the German smart home ecosystems from 2012 – the year Apple and Amazon entered this market (Apple HomeKit, Amazon Echo; Google Home started in 2016) - 2023, this thesis aims to

- map key suppliers and complementors (Kapoor, 2018)
- Identify key field configuring events in which these actors participated (Hardy & Maguire, 2010; Schübler, Grabher, & Müller-Seitz, 2015)
- Relate these events to each other map a trajectory

Insights from 1) a systematic review of the scientific literature (Denyer & Tranfield, 2009), 2) selected grey literature (Adams, Smart, & Huff, 2017) – notably industry reorts -, as well as 3) expert interviews (Cassell, 2009) should be combined.

**Thesis Language:** English

**Corporate Partner:** None

**Expectations and Support:** Constant feedback and regular meetings with faculty will facilitate a high-quality thesis with impact on management practice that is completed in a timely fashion. You will be provided with a guideline that details the supervision and writing process, expected deliverables beyond the final thesis, and grading as well as a package to kick off your thesis.

**Targeted Students:** Excellent and ambitious students of all MSc and MBA programs at WU Vienna University of Economics and Business are eligible and encouraged to apply. In principle, it is possible to write the thesis together with another student.

**Interested?** Send CV and grade certificates of all your studies to [georg.reischauer@wu.ac.at](mailto:georg.reischauer@wu.ac.at)

### Initial References:

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