

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:** *How Incumbents in Smart Home Work Institutions in the Face of Challengers*

**Scope, Aims, Methods, and Initial Literature:** Institutional work refers to "the purposive action of individuals and organizations aimed at creating, maintaining, and disrupting institutions" (Lawrence and Suddaby, 2006: 215), which is key perspective within institutional theory (Boon, Spruit, & Frenken, 2019; Granqvist & Gustafsson, 2016; Hampel, Lawrence, & Tracey, 2017; Lawrence & Suddaby, 2006; Lawrence, Suddaby, & Leca, 2009; Mena & Suddaby, 2016; Perkmann & Spicer, 2008). Focusing on 2 to-be-defined major incumbents (Ansari & Krop, 2012; Bergek, Berggren, Magnusson, & Hobday, 2013; Cozzolino & Rothaermel, 2018) in the smart home domain (Peine, 2008), this thesis aims to

- identify which forms of institutional work they pursued in recent years
- compare these forms to identify factors that can explain the heterogeneity/homogeneity of these forms

Insights from 1) a systematic review of the scientific literature (Denyer & Tranfield, 2009), 2) selected grey literature issued by an focusing on the carmakers (Adams, Smart, & Huff, 2017), 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:

- Adams, R. J., Smart, P., & Huff, A. S. 2017. Shades of Grey: Guidelines for Working with the Grey Literature in Systematic Reviews for Management and Organizational Studies. *International Journal of Management Reviews*, 19(4): 432-454.
- Ansari, S., & Krop, P. 2012. Incumbent performance in the face of a radical innovation: Towards a framework for incumbent challenger dynamics. *Research Policy*, 41(8): 1357-1374.
- Bergek, A., Berggren, C., Magnusson, T., & Hobday, M. 2013. Technological discontinuities and the challenge for incumbent firms: Destruction, disruption or creative accumulation? *Research Policy*, 42(6): 1210-1224.
- Boon, W. P. C., Spruit, K., & Frenken, K. 2019. Collective institutional work: the case of Airbnb in Amsterdam, London and New York. *Industry and Innovation*, 26(8): 898-919.
- Cassell, C. 2009. Interviews in Organizational Research. In D. A. Buchanan, & A. Bryman (Eds.), *The Sage Handbook of Organizational Research Methods*: 500-515. Thousand Oaks: Sage.
- Cozzolino, A., & Rothaermel, F. T. 2018. Discontinuities, competition, and cooperation: Coopetitive dynamics between incumbents and entrants. *Strategic Management Journal*, 39(12): 3053-3085.
- Denyer, D., & Tranfield, D. 2009. Producing a systematic review. In D. A. Buchanan, & A. Bryman (Eds.), *The Sage handbook of organizational research methods*: 671-689. Thousand Oaks, CA: Sage.
- Granqvist, N., & Gustafsson, R. 2016. Temporal Institutional Work. *Academy of Management Journal*, 59(3): 1009-1035.
- Hampel, C. E., Lawrence, T. B., & Tracey, P. 2017. Institutional Work: Taking Stock and Making It Matter. In R. Greenwood, C. Oliver, T. B. Lawrence, & R. E. Meyer (Eds.), *The SAGE Handbook of Organizational Institutionalism*, 2 ed.: 558-590. London: SAGE
- Lawrence, T. B., & Suddaby, R. 2006. Institutions and Institutional Work. In S. R. Clegg, C. Hardy, T. B. Lawrence, & W. R. Nord (Eds.), *The Sage Handbook of Organization Studies*, 2 ed.: 215-254. London: Sage.
- Lawrence, T. B., Suddaby, R., & Leca, B. 2009. *Institutional Work: Actors and Agency in Institutional Studies of Organizations*. Cambridge: Cambridge University Press.
- Mena, S., & Suddaby, R. 2016. Theorization as institutional work: The dynamics of roles and practices. *Human Relations*, 69(8): 1669-1708.
- Peine, A. 2008. Technological paradigms and complex technical systems: The case of Smart Homes. *Research Policy*, 37(3): 508-529.



Perkmann, M., & Spicer, A. 2008. How are management fashions institutionalized? The role of institutional work. *Human Relations*, 61(6): 811-844.