

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: *Frames in Incumbent Fields*

Scope, Aims, Methods, and Initial Literature: Field frames are jointly constructed cultural templates within an field (Cornelissen & Werner, 2014; Hoppmann, Anadon, & Narayanamurti, 2020; Lempiälä, Apajalahti, Haukkala, & Lovio, 2019; Zietsma, Groenewegen, Logue, & Hinings, 2017). Focusing on the German Smart Home field (Peine, 2008) as example of a settled exchange field (Zietsma et al., 2017), this thesis aims

- to identify and specify (using comparative dimensions) distinct field frames and which major incumbents advocate which frame(s)
- to identify the structural features of the incumbents (e.g. powerful position, first mover advantage, etc)

The thesis should use a comparative case study approach (Eisenhardt & Ott, 2017; Eisenhardt, 2021) of more and less successful cases (statistics like STATISTA should be used). For each case, 1) selected grey literature (Adams, Smart, & Huff, 2017), as well as 3) case 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

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.
- 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.
- Cornelissen, J. P., & Werner, M. D. 2014. Putting Framing in Perspective. *Academy of Management Annals*, 8: 181-235.
- Eisenhardt, K., & Ott, T. E. 2017. Rigor in theory building from multiple cases. In R. Mir, & S. Jain (Eds.), *The Routledge companion to qualitative research in organization studies*: 79-91. New York City: Routledge.
- Eisenhardt, K. M. 2021. What is the Eisenhardt Method, really? *Strategic Organization*, 19(1): 147-160.
- Hoppmann, J., Anadon, L. D., & Narayanamurti, V. 2020. Why matter matters: How technology characteristics shape the strategic framing of technologies. *Research Policy*, 49(1): 103882.
- Lempiälä, T., Apajalahti, E.-L., Haukkala, T., & Lovio, R. 2019. Socio-cultural framing during the emergence of a technological field: Creating cultural resonance for solar technology. *Research Policy*, 48(9): 103830.
- Peine, A. 2008. Technological paradigms and complex technical systems: The case of Smart Homes. *Research Policy*, 37(3): 508-529.
- Zietsma, C., Groenewegen, P., Logue, D., & Hinings, C. R. 2017. Field or fields? Building the scaffolding for cumulation of research on institutional fields. *Academy of Management Annals*, 11: 391-450.