

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: *Mastering the energy transition in Asia–Pacific Regions: Innovative approaches and implications for European energy providers*

Scope, Aims, Methods, and Initial Literature: Energy transitions refer to system-wide transformation of energy system towards greater sustainability. They involve great complexities and revolve around energy firms (Allen et al., 2021; Bohnsack et al., 2021; Hainsch et al., 2022; Markard, 2018; McKinsey, 2002). One way to tackle these complexities is to analyze the innovative approaches, interlockings of innovation and strategic positionings (Conant et al., 1990; DeSarbo et al., 2005), that energy firms pursue. Focusing on Asia–Pacific Regions, this thesis aims to

- identify and specify innovative approaches of energy firms to implement energy transitions (incl. use cases)
- derive implications for typical European energy providers (i.e., non-international, regional or national focus – no multinational energy conglomerates)

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 et al., 2017), as well as 3) expert interviews (Cassell, 2009) should be combined.

Thesis Language: English or German (only if you are enrolled in a program with German as main language)

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:

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