
**Working Title:** Electricity as Subscription: Business Models and Implications for the Business Model Portfolio of Utilities

**Scope, Aims, and Initial Literature:**

Electricity as subscription refers to an approach for utilities that eliminates usage charges and where energy is instead billed fully through a fixed charge (Medium, 2018). However, this approach requires different ways to create and capture value and thus different business models (Chesbrough & Rosenbloom, 2002; Zott, Amit, & Massa, 2011). Moreover, these business models may require a reconfiguration of existing business model portfolio of utilities (Aversa, Haefliger, & Reza, 2017; Desyllas, Salter, & Alexy, 2020; Sabatier, Mangematin, & Rousselle, 2010; Zollenkop, 2014). This thesis aims to

- identify business models for electricity as subscription
- map the business model portfolio of an archetypical energy provider
- identify how business models for electricity as subscription impact the business model portfolio of an archetypical energy provider

Insights from 1) a systematic review of the scientific literature (Denyer & Tranfield, 2009), 2) selected grey literature (Adams, Smart, & Huff, 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)

**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:


Medium. 2018. A subscription plan for electricity?

