

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: *Value Creation and Value Capture of Algorithmic Management*

Scope, Aims, Methods, and Initial Literature: Algorithmic management is about algorithms that assume managerial functions and surrounding institutional devices that support algorithms (Ajunwa & Daniel, 2019; Jarrahi et al., 2021; Kellogg, Valentine, & Christin, 2020; Leicht-Deobald et al., 2019; Lindebaum, Vesa, & den Hond, 2019). Focusing on the algorithmic management of transaction platforms (Cennamo, forthcoming) specialising on mobility / car sharing and taking a value-based perspective (Amit & Zott, 2001; Bowman & Ambrosini, 2000; Chesbrough, Lettl, & Ritter, 2018; John & Ross, 2021; Lepak, Smith, & Taylor, 2007), this thesis aims to

- identify and detail the mechanisms (i.e., "how") with which these platforms create value for which stakeholders (especially internal ones) alongside to-be-determined key dimension
- identify the mechanisms (i.e., "how") how firms using capture value alongside to-be-determined key dimension

It will be important to identify mechanism that mainly apply to these platforms and not other types (though their will be overlaps with them).

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

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:

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