

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: *A Value-Based Perspective on Information Platforms for Sustainability*

Scope, Aims, Methods, and Initial Literature: Information platforms such as Facebook or Google Search are information channeling infrastructure that enables the categorization and search of relevant information (Bonina, Koskinen, Eaton, & Gawer, 2021; Cennamo, forthcoming; Cusumano, 2021; Gawer, 2021). Focusing on information platforms specialize on the search of sustainable products (such as Utopia) and sustainable information search platforms (such as Givero or Ekoru) across the globe 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 actor groups (e.g. user, society) alongside to-be-determined key dimension
- identify the mechanisms (i.e., "how") how firms hosting these platforms 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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