

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: *Augmented Reality: Application Domains and Business Models for Energy Providers*

Scope, Aims, Methods, and Initial Literature: Augmented reality is a real-time direct or indirect view of a physical real-world environment that has been enhanced (or, synonymous, augmented) by adding digital-generated information to it (Carmigniani & Furht, 2011; Carmigniani et al., 2011; Schildt, 2017). Recent advances especially related to smart phones and portable have widened the scope of augmented reality especially related to the urban areas and energy (Cho, Jang, Park, Kim, & Park, 2019; Pantano & Servidio, 2012). This thesis aims to

- map key application domains of augmented reality
- assess these domains from the perspective of an incumbent energy provider (e.g. using criteria such as strategic fit or market potential)
- develop business models (Chesbrough & Rosenbloom, 2002; Zott et al., 2011) for energy providers for the most promising application domains

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:

- 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.
- Denyer, D., & Tranfield, D. 2009. Producing a systematic review. In D. A. Buchanan, & A. Bryman (Eds.), ***The Sage handbook of organizational research methods***: 671-689. Thousand Oaks, CA: Sage.