

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: *Institutional Work for Emerging Technologies: Insights from Autonomous Driving in Germany*

Scope, Aims, Methods, and Initial Literature: Institutional work refers to "the purposive action of individuals and organizations aimed at creating, maintaining, and disrupting institutions" (Lawrence and Suddaby, 2006: 215), which is key perspective within institutional theory (Boon, Spruit, & Frenken, 2019; Granqvist & Gustafsson, 2016; Hampel, Lawrence, & Tracey, 2017; Lawrence & Suddaby, 2006; Lawrence, Suddaby, & Leca, 2009; Mena & Suddaby, 2016; Perkmann & Spicer, 2008). Focusing on 3 to-be-selected German carmakers who have been committed to autonomous driving, a key example of emerging technologies (Gambardella, Heaton, Novelli, & Teece, 2021; Rotolo, Hicks, & Martin, 2015), this thesis aims to

- identify which forms of institutional work the carmakers pursued in the recent years
- compare these forms to identify firm-related factors that can explain the heterogeneity/homogeneity of these forms

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, 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:

- 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.
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