

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:** *Resilience Strategies for Electric Vehicle Suppliers and Carmakers*

**Scope, Aims, Methods, and Initial Literature:** Firm resilience refers to capability of a firm to be alert to, adapt to and quickly respond to changes brought by disruption (Carmeli & Markman, 2011; Conz & Magnani, 2020; Linnenluecke, 2017; Phillips, Roehrich, Kapletia, & Alexander, 2022; Tukamuhabwa, Stevenson, Busby, & Zorzini, 2015). The production of complex products that require multiple actors to collaboratively commit such as electric vehicles (EVs) (Bohnsack, Pinkse, & Kolk, 2014; Romanelli, 2018; Rong, Shi, Shang, Chen, & Hao, 2017) can be affected to a large extent when players are not resilient. Focusing on each 2 to-be-selected OEMs (Jacobides, MacDuffie, & Tae, 2016) and suppliers in the German automotive industry, this thesis aims to identify and detail strategies to establish and maintain firm resilience.

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](mailto:georg.reischauer@wu.ac.at)

### Initial References:

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