

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: *Strategic Responses to Industry Convergence in the Energy Industry*

Scope, Aims, Methods, and Initial Literature: Industry convergence refers to the blurring of boundaries between formerly distinct industries (Greenstein & Khanna, 1997; Kim, Lee, Kim, Lee, & Suh, 2015; Sick, Preschitschek, Leker, & Bröring, 2019; Stieglitz, 2003). Focusing on the energy industry in Germany, the UK, the US, and the Netherlands, this thesis aims to

- Identify and detail (e.g., definition, scope) patterns of industry convergence (e.g., move to renewables while maintaining non-renewable)
- Detail how regional energy providers strategically respond to these convergences in terms of changes of their corporate strategy (Mellahi, Frynas, Sun, & Siegel, 2015; Menz et al., 2021) and nonmarket strategy (Baron, 1995, 2016; Funk & Hirschman, 2017)

Insights from 1) selected grey literature (Adams, Smart, & Huff, 2017) and 2) 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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- Menz, M., Kunisch, S., Birkinshaw, J., Collis, D. J., Foss, N. J., Hoskisson, R. E., & Prescott, J. E. 2021. Corporate strategy and the theory of the firm in the digital age. *Journal of Management Studies*, 58(7): 1695-1720.
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