

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: *Company Building Best Practices*

Scope, Aims, Methods, and Initial Literature: Company building refers to a incumbent's commitment to develop, market, and scale a new venture (Peter, 2018), making it more long-term oriented than incubators (Bergek & Norrman, 2008; Hausberg & Korreck, 2018) or accelerators (Cohen, Bingham, & Hallen, forthcoming) Taking the perspective of energy providers, this thesis aims to identify best practices across levels (Leidecker & Bruno, 1984)) to build a company.

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:

- 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.
- Bergek, A., & Norrman, C. 2008. Incubator best practice: A framework. *Technovation*, 28(1-2): 20-28.
- 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.
- Cohen, S. L., Bingham, C. B., & Hallen, B. L. forthcoming. The Role of Accelerator Designs in Mitigating Bounded Rationality in New Ventures. *Administrative Science Quarterly*.
- 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.
- Hausberg, J. P., & Korreck, S. 2018. Business incubators and accelerators: a co-citation analysis-based, systematic literature review. *The Journal of Technology Transfer*.
- Leidecker, J. K., & Bruno, A. V. 1984. Identifying and using critical success factors. *Long Range Planning*, 17(1): 23-32.
- Peter, L. 2018. Corporate Company Builder. *Wirtschaftsinformatik & Management*, 10(2): 68-74.