

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:** *Market Entries in the Energy Industry: Drivers, Strategies, and Responses*

**Scope, Aims, Methods, and Initial Literature:** The ongoing digitalization and decentralization of the energy industry attracts new players from distant industries such as automotive (Frei, Sinsel, Hanafy, & Hoppmann, 2018; Hume, Johnston, Argar, & Hume, 2013). This points to the relevance of focusing on market entry strategies (Andersen, 1997; Kalish & Lilien, 1986; Laufs & Schwens, 2014; Pehrsson, 2009; Zwartveen, Zawwar, & Angus, 2021). Focusing on countries such as USA, UK, Canada and the Netherlands and entries that impact regional energy providers, this thesis aims to

- identify and specify the drivers of new market entries (i.e. reasons / opportunities from the perspective of challengers)
- identify and specify (e.g. moves) strategies to enter a market (including use cases)
- identify the responses of regional energy providers to these entries (e.g. different competition, alliance with challenger, political actions, ignorance)

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:

- 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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