



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: *Technology Scouting in the Energy Industry: Best-in-class Process, Tools, Actors*

Scope, Aims, Methods, and Initial Literature:

Technology scouting (also known as technology intelligence), a key topic of technological foresight (Reger, 2001), refers to how firms identify emerging technologies (Rotolo, Hicks, & Martin, 2015), channel information on such a technology, and respond to these technologies (Brenner, 1996; Brockhoff, 1991; Kennedy, Whiteman, & van den Ende, 2017; Lichtenthaler, 2003, 2004; Rohrbeck, 2010; Savioz, 2004; Wang, Chang, & Shen, 2015; Wolff, 1992). Thus, technology scouting is instrumental for innovation in turbulent environments (Bogers et al., 2017). Focusing on the specifics of the energy industry and chemical industry in DACH, this thesis aims:

- to develop a best-in-class scouting processes by which firms 1) find new technologies, 2) evaluate new technologies, 3) decide up upon which technologies are used and 4) monitor implementation technologies (who is involved in these decisions)
- for each phase of the identified process, to identify 1) used tools and 2) which roles are involved (e.g. top manager, employees and/or managers from innovation units, marketing units)

Insights from 1) current scientific literature, 2) grey literature (Adams, Smart, & Huff, 2017), as well as 3) national and international expert interviews (Cassell, 2009) should be combined.

Thesis Language: English or German (only if you are enrolled in a program with German as main language)

Corporate Partner and Certificate: Wien Energie – *Austria's biggest regional electricity company*. Upon thesis completion, you will be awarded a certificate that states your tasks, gained expertise, and the corporate partner.

Expectations and Support: Constant feedback and regular meetings with faculty and, possibly, the above-mentioned corporate partner 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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