
**Topic:** Artificial Intelligence in the Energy Industry

**Scope, Aims, Methods, and Initial Literature:** Artificial intelligence is said to be a disruptive force in many industries (von Krogh, 2018). One of these industries is the energy industry. The impact of an increasing digitalization has already been debated under the umbrella term “smart energy” (Dincer & Acar, 2017; Mathiesen et al., 2015; Vesnic-Alujevic, Breitegger, & Pereira, 2016). However, the discussion of the potential of artificial intelligence as emerging technology (Rotolo, Hicks, & Martin, 2015) is only about to start. The thesis adds to this conversation and aims to:

- identify key application domains of artificial intelligence alongside the supply chain of incumbent energy providers
- systematical assess the potential of each application domain

A comprehensive review of the current scientific literature, current grey literature (Adams, Smart, & Huff, 2017), and international expert interviews (Cassell, 2009) should be used.

**Thesis Language:** English

**Expectations and Support:** Constant feedback and regular meetings with faculty and, possibly, corporate partners will facilitate a high-quality thesis that is completed in a timely fashion. You will be provided with a comprehensive guideline with details on the supervision and writing process, expected deliverables, and grading.

**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.

**Interested?** Send CV and grade certificates of all your studies to georg.reischauer@wu.ac.at
Initial References:


