

The Institute for Strategic Management (ISM) at WU invites applications for a master thesis.

**Topic:** *Exogenous shock and its impact on strategic alliances*

**Scope, Aims, Methods, and Initial Literature** The Covid-19 pandemic has challenged firms worldwide in conducting their business and created uncertainty regarding future business. Companies have to adjust and adapt to the new situation and deal with the uncertainty. They can employ strategic alliances (equity or non-equity) to deal with uncertainty. How do firms that employ strategic alliances react to the challenges that emerged due to an exogenous shock? How do the various partnerships cope in times of exogenous shocks and which impacts does the shock have on alliance performance and alliance management?

With this thesis topic you investigate the effect an external shock has on strategic alliances. You will provide a comprehensive review of current scientific literature on the topic. Furthermore, you will examine the impact an exogenous shock has on alliance performance and alliance management by either doing case studies, conducting interviews or analyzing quantitative data.

**Potential Method:** Literature review and case studies or interviews or quantitative data

**Thesis Language:** English

**Expectations and Support:** Constant feedback and regular meetings with faculty will facilitate a high-quality thesis that is completed in a timely fashion. A guideline with details on the supervision and writing process, expected deliverables, and grading is available at <https://www.wu.ac.at/en/ism/study/bachelor-master-thesis-supervision>

**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 [ann-kathrin.herfeld@wu.ac.at](mailto:ann-kathrin.herfeld@wu.ac.at)