

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

Topic: *Behavioral uncertainty and its effect on strategic alliances*

Scope, Aims, Methods, and Initial Literature Partnering with a new company can be challenging, especially if the risk of opportunism and other forms of behavioral uncertainty exists. Partnering with a company with no prior ties can create uncertainty regarding the success of the alliance and reliability of the partnering company and opportunism is not uncommon.

With this thesis topic you investigate how behavioral uncertainty influences strategic alliance formation and strategic alliance management. You will provide a comprehensive review of current scientific literature on the topic. Furthermore, you will examine the effect that behavioral uncertainty has on alliance formation and alliance management either by doing case studies or conducting interviews.

Potential Method: Literature review and case studies or interviews

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