

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

Topic: *Alliance Partner Selection*

Scope, Aims, Methods, and Initial Literature Strategic alliances are strategic growth options that firms can pursue. With this thesis topic you investigate which factors drive the choice of a company to become the partner company in a strategy alliance. You will provide a comprehensive review of alliance partner selection drivers based on current scientific literature. Furthermore, you will examine the drivers of alliance formation and investigate the importance of them to the alliance by either 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