

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

**Topic:** *Alliance instability*

**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 instabilities in the alliance? What kind of alliance instability exists and what are the outcomes of instability? Which impacts does the alliance instability have on alliance performance and alliance management and on alliance termination?

With this thesis topic you investigate the effect instability in an alliance has on the partnership. You will provide a comprehensive review of current scientific literature on the topic. Furthermore, you will examine the impact of alliance instability on alliance performance, alliance management and alliance termination 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)