

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

**Topic:** *Ambidexterity in Strategic Alliances*

**Scope, Aims, Methods, and Initial Literature** Strategic alliances are strategic growth options that firms can pursue. They can be used to explore or exploit. The balance of exploration and exploitation is called ambidexterity. With this thesis topic you investigate ambidexterity in strategic alliances. Which factors drive ambidexterity and what the outcomes are.. You will provide a comprehensive review of ambidexterity in Strategic Alliances based on current scientific literature. Furthermore, you will examine the topic 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](mailto:ann-kathrin.herfeld@wu.ac.at)