

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

Topic: *Decision-making in Strategic Alliances*

**Scope, Aims,
Methods, and
Initial
Literature**

Strategic alliances (i.e. non-equity alliances, equity alliances, joint ventures) are strategic growth options that firms can pursue. The companies can share equity, resources or knowledge. With two or more companies involved in the alliance the question of ownership and leadership of this new entity arises and how it impacts the decision-making in the alliance. How are ownership, power and leadership distributed among the partners and in the alliance? How much influence do the respective companies have on the decision making in the alliance?

With this thesis topic you identify the decision-making process in strategic alliances. With a comprehensive review of the current scientific literature you will create a broad picture of ownership and leadership structures and how they are tied to decision-making in a strategic alliance. The succeeding case studies or expert interviews will highlight how ownership and leadership influence decision-making in strategic alliances.

**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