

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

Topic: *Disruption and its impact on alliances*

Scope, Aims, Methods, and Initial Literature Disruptions impact companies' daily operations and performance. Companies have to adjust and adapt to the new situation. It is unclear how companies operating in strategic alliances react and adapt to disruption, how they adapt to the new situation and how the disruption shapes strategic alliances in their routines, practices, tasks and ultimately performance.

With this thesis topic you investigate how disruption impacts strategic alliances. You will provide a comprehensive review of current scientific literature on the topic. Furthermore, you will examine the effect that a disruption has on strategic alliances 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