

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

**Topic:** *Resilience in Strategic Management*

**Scope, Aims, Methods, and Initial Literature** The Covid-19 pandemic has challenged firms worldwide in conducting their business as they have to adjust and adapt to the new situation and deal with the uncertainty. Companies that show organizational resilience seem to be better prepared to deal with the current uncertainty. What constitutes resilience? How can resilience be built? What effect does resilience have on the Strategy of a company? How does resilience shape daily routines, practices, tasks of organizations?

With this thesis topic you investigate which factors drive resilience. You will provide a comprehensive review of current scientific literature on the topic. Furthermore, you will examine resilience and how it is implemented in the Strategic Management of companies 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](mailto:ann-kathrin.herfeld@wu.ac.at)