

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

Topic: *Resource complementarity in strategic alliances*

Scope, Aims, Methods, and Initial Literature Resource complementarity in strategic alliances is one aspect driving the formation of strategic alliances and influencing the choice of partner for the alliance. What does constitute resource complementarity, how does it influence the alliance formation and choice of partner, alliance management and how does this in the end play out during the termination of a strategic alliance?

With this thesis topic you investigate the influence of resource complementarity on alliance formation, alliance management and alliance termination. You will provide a comprehensive review of resource complementarity in strategic alliances. Furthermore, you will examine resource complementarity in strategic alliances 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