

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

Topic: *Strategic Alliances in the logistics sector*

Scope, Aims, Methods, and Initial Literature In recent years, especially during the Covid-19 pandemic, logistics companies experienced a surge in demand. Strategic alliances are a strategic growth options that these companies can pursue. They can be used to explore or exploit, share resources, knowledge or learn.

What drives companies in the logistics sector to form alliances? With whom do they form partnerships? How are these alliances formed? What kind of alliance form, i.e. governance form (equity vs. non-equity alliances) do alliances involving logistics companies usually have?

With this thesis topic you investigate strategic alliances in the logistics sector. You will provide a comprehensive review of Strategic Alliances in the logistics sector based on current scientific literature. Furthermore, you will examine the topic by either doing case studies or conducting interviews or analyzing quantitative data.

Potential Method: Literature review and case studies or interviews or analyzing 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