

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

**Working Title:** *Business Model Innovation in the Media Industry*

**Scope, Aims, Methods, and Initial Literature:** During Covid-19 the need for digital transformation has been a constant theme throughout every industry. Especially large incumbent companies now face mounting pressure to keep up with implementing this digital change. This shift has been prevalent in the media industry for many years already, but has drastically been accelerated over the last few months. As a result, business model innovation and (changing) business model portfolios are topics that the media industry needs to address. Therefore, the goal of this thesis is to:

- provide an overview of common business models in the media industry as identified by academic and grey literature
- identify the pains, needs and challenges of current business models
- derive implications on how to overcome these challenges and identify triggers of how these current business models and business model portfolios change, i.e. business model innovation (Foss and Saebi 2016)

The thesis utilizes current academic literature, grey literature and expert interviews with experts from the media industry.

**Thesis Language:** English

**Expectations and Support:** Students are expected to work very independently. Feedback and meetings with faculty will facilitate a high-quality thesis with impact on management practice that is completed in a timely fashion. You will be provided with a guideline that details the supervision and writing process.

**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 [marlene.wuerfl@wu.ac.at](mailto:marlene.wuerfl@wu.ac.at)

**Initial References:**

- Adams, R. J., Smart, P., & Huff, A. S. 2017. Shades of Grey: Guidelines for Working with the Grey Literature in Systematic Reviews for Management and Organizational Studies. ***International Journal of Management Reviews***, 19(4): 432-454.
- Cassell, C. 2009. Interviews in Organizational Research. In D. A. Buchanan, & A. Bryman (Eds.), ***The Sage Handbook of Organizational Research Methods***: 500-515. Thousand Oaks: Sage.