

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

**Topic:** *Development of the Platform-as-a-Service Business Model in Germany*

**Scope, Aims, Methods, and Initial Literature:** Platform-as-a-Service (PaaS) describe a business model where software provides the platform architecture for other firms to interact and transact (Giessmann & Stanoevska-Slabeva, 2013; Tiwana, Konsynski, & Bush, 2010). While we witness a global rise of PaaS, we know that the success of platform business models is linked to the institutional environment these organizations operate in (Mair & Reischauer, 2017; Ocasio & Radoynovska, 2016; Uzunca, Rigtering, & Ozcan, 2018; Vaskelainen & Münzel, 2018). This thesis presents a process study (Langley, 1999) that aims to map the development of the PaaS Business model in Germany by identifying main phases and key events and theorize this development against the background of established theories of business model change (Foss & Saebi, 2016)

A comprehensive review of respective archival data (databases, industry reports, etc.) should be used. The thesis should further involve expert interviews (Cassell, 2009) with representatives from firms, industrial relations (e.g. IHK and DGB for Germany), and market analysts familiar with the development in Germany.

**Thesis Language:** English

**Expectations and Support:** Constant feedback and regular meetings with faculty and, possibly, corporate partners will facilitate a high-quality thesis that is completed in a timely fashion. You will be provided with a comprehensive guideline with details on the supervision and writing process, expected deliverables, and grading.

**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 certificate of all your studies to [georg.reischauer@wu.ac.at](mailto:georg.reischauer@wu.ac.at)

### Initial References:

Cassell, C. 2009. Interviews in organizational research. In: D.A. Buchanan & A. Bryman (Eds.), ***The sage handbook of organizational research methods***, Thousand Oaks, Sage: 500-515.

Foss, N. J. & Saebi, T. 2016. Fifteen years of research on business model innovation: How far have we come, and where should we go? ***Journal of Management***, 43(1): 200-227.

Giessmann, A. & Stanoevska-Slabeva, K. 2013. Business models of platform as a service (paas) providers: Current state and future directions. ***Journal of Information Technology Theory and Application (JITTA)***, 13(4): 31-54.

Langley, A. 1999. Strategies for theorizing from process data. ***Academy of Management Review***, 24(4): 691-710.

Mair, J. & Reischauer, G. 2017. Capturing the dynamics of the sharing economy: Institutional research on the plural forms and practices of sharing economy organizations. ***Technological Forecasting and Social Change***, 125: 11-20.

Ocasio, W. & Radoynovska, N. 2016. Strategy and commitments to institutional logics: Organizational heterogeneity in business models and governance. ***Strategic Organization***, 14(4): 287-309.

Tiwana, A., Konsynski, B., & Bush, A. A. 2010. Platform evolution: Coevolution of platform architecture, governance, and environmental dynamics. ***Information Systems Research***, 21(4): 675-687.

Uzunca, B., Rigtering, J. P. C., & Ozcan, P. 2018. Sharing and shaping: A cross-country comparison of how sharing economy firms shape their institutional environment to gain legitimacy. ***Academy of Management Discoveries***, 4(3): 248-272.

Vaskelainen, T. & Münzel, K. 2018. The effect of institutional logics on business model development in the sharing economy: The case of german carsharing services. ***Academy of Management Discoveries***.