

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

Topic: *Strategic Excellence in Business: Success factors, tools and patterns*

**Scope, Aims,
Methods, and
Initial
Literature**

The fast-moving digital age is creating new business models and old models are questioned. Few companies create unique products or services and become a global top-company. Only those who recognize trends at an early stage and set the right strategic course every day can secure a successful future.

This raises the question, which success patterns, tools and factors predominate among top-business companies and distinguish them from less successful ones. How do they manage and maintain the position and strengthen it in the future?

With this thesis, generalizations and general structures of strategic excellence should be developed on a meta-level. Success patterns, tools and success factors should be found. The goal is to create a superordinate view. That will serve for future research at the object level. Argumentation of the analysis on the basis of practical examples.

A comprehensive review of the current scientific literature, current grey literature and international expert interviews with representatives from firms, industrial relations should be used.

- Identify key tools and success factors
- Develop a model that takes tools and factors into account using the example of a Top-Business-company
- Extract patterns and models to define future field of research.

**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 certificates of all your studies to: manuel.koch@wu.ac.at