

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

Topic: *Strategic Excellence in Politics: Success Factors, Tools and Patterns*

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

What makes a successful and popular politician? What qualities and soft skills play a role in politics? Only a few politicians manage to combine many positive qualities and position themselves sustainably. As a result, not everyone is able to develop into an internationally influential political leader to attract and mobilize voters. Only those who recognize the needs of society, set the right strategic course on a daily basis, secure a successful future, attention and votes.

This raises the question which success patterns, tools and factors dominate among international top politicians and distinguish them from ordinary politicians. How do they manage to maintain their positioning and strengthen it for the future? How does a politician become a special political leader?

With this thesis, generalizations and general structures of strategic excellence in top politics should be developed on a meta-level. Mechanisms, motivations and constraints of political actions as well as success patterns, tools and success factors should be identified. The goal is to create a superordinate view. This will serve for future research at object level. Argumentation of the analysis on the basis of practical examples.

- Identify key tools and success factors
- Develop a model that takes tools and factors into account using the example of top politicians
- 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