

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

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

Scope, Aims, Methods, and Initial Literature The fast-moving digital age is creating new shining public figures in society, diplomacy, culture, economics and old ones are being displaced. Only a few public figures succeed, to market themselves sustainably and motivate people for civil engagement. Only those who identify the relevant trends at an early stage and set the correct strategic decisions on a daily basis, ensure a successful attention for the future.

This raises the question, which success patterns, tools and key-factors dominate in the society of civil engagement and distinguish them from less successful ones. How do they manage and maintain their positioning and increase it for the future?

With this thesis, generalizations and general structures of strategic excellence in society should be developed on a meta-level. Success patterns, tools and success factors should be identified. The goal is to create a superordinate view. This will serve for further research at the 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 engaged persons in society
- 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