

The Energy & Strategy Think Tank (ESTT) at WU's Institute for Strategic Management (ISM) (<https://www.wu.ac.at/en/ism/energy-strategy-think-tank/>) invites applications for a master's thesis.

Working Title: *Organizational Practices of Data Spaces*

Scope, Aims, Methods, and Initial Literature: Data spaces refer to a loose set of interacting actors that directly or indirectly consume, produce, or provide data and other related resources" (Curry, Scerri, & Tuikka, 2022; de Mildt, Van Damme, Verbrugge, & Colle, 2026; Möller et al., 2024; Otto, ten Hompel, & Wrobel, 2022; Paparova, Aanestad, Vassilakopoulou, & Bahun, 2023). While research progressed on the technical design of such spaces, less is known about the specifics of handling data, i.e. routinized ways within data space providers. Zooming in major data space provider specializing in mobility data that is located in Europe, this thesis aims

- to identify and specify (using comparative dimensions) organizational practices (Bromiley & Rau, 2014, 2016; Reischauer & Mair, 2018) of data space providers to collect, curate (how to standardize the data, make it interoperable), analyze, and use (share, innovate, etc) data
- to identify which organizational features (e.g. lean hierarchy, open culture) are related to which practices

Insights from 1) selected grey literature (Adams, Smart, & Huff, 2017) – notably industry reports and website -, as well as 2) interviews (Cassell, 2009) should be combined.

Thesis Language: English

Partner: None

Expectations and Support: Constant feedback and regular meetings with faculty will support a high-quality thesis with impact on management practice, completed in a timely fashion. You will be provided with a guideline that details the supervision and writing process, expected deliverables beyond the final thesis, and grading, as well as a package to kick off your thesis.

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. In principle, it is possible to write the thesis together with another student.

Interested? Send CV and grade certificates of all your studies to georg.reischauer@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.
- Bromiley, P., & Rau, D. 2014. Towards a practice-based view of strategy. ***Strategic Management Journal***, 35(8): 1249-1256.
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- 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.
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- de Mildt, M., Van Damme, S., Verbrugge, S., & Colle, D. 2026. A conceptual deep dive into data ecosystems: a systematic literature review. ***Information Systems and e-Business Management***.
- Möller, F., Jussen, I., Springer, V., Gieß, A., Schweihoff, J. C., Gelhaar, J., Guggenberger, T., & Otto, B. 2024. Industrial data ecosystems and data spaces. ***Electronic Markets***, 34(1): 41.
- Otto, B., ten Hompel, M., & Wrobel, S. (Eds.). 2022. ***Designing Data Spaces: The Ecosystem Approach to Competitive Advantage***: Springer.
- Paparova, D., Aanestad, M., Vassilakopoulou, P., & Bahus, M. K. 2023. Data governance spaces: The case of a national digital service for personal health data. ***Information and Organization***, 33(1): 100451.
- Reischauer, G., & Mair, J. 2018. How Organizations Strategically Govern Online Communities: Lessons from the Sharing Economy. ***Academy of Management Discoveries***, 4(3): 220-247.