

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 thesis.

Working Title: *Creating and Capturing Value with Industry Platforms in Capital-intensive Markets*

Scope, Aims, Methods, and Initial Literature: Industry platforms (synonym: innovation platforms) such as Microsoft Azure are technological architecture for other firms to build upon to create new products that extend the core functionality and reach of the platform to final user (Bonina, Koskinen, Eaton, & Gawer, 2021; Cennamo, forthcoming; Cusumano, 2021; Gawer, 2021). Focusing on industry platforms specializing in automotive (in particular: INRIX, Apple CarPlay, Android Auto, BMW ConnectedDrive, Audi connect, VW's We Connect, Porsche Connect,) and taking a value-based perspective (Amit & Zott, 2001; Bowman & Ambrosini, 2000; Chesbrough, Lettl, & Ritter, 2018; John & Ross, 2021; Lepak, Smith, & Taylor, 2007), this study thesis to

- identify and detail the mechanisms (i.e., "how") with which these platforms create value for which actor groups (e.g. user, society) alongside to-be-determined key dimension
- identify the mechanisms (i.e., "how") how firms hosting these platforms capture value alongside to-be-determined key dimension

It will be important to identify mechanism that mainly apply to these platforms and not other types (though their will be overlaps with them).

Insights from 1) a systematic review of the scientific literature (Denyer & Tranfield, 2009), 2) selected grey literature (Adams, Smart, & Huff, 2017), as well as 3) expert interviews (Cassell, 2009) should be combined.

Thesis Language: English

Corporate Partner: None

Expectations and Support: Constant feedback and regular meetings with faculty will facilitate a high-quality thesis with impact on management practice that is 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.
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- Bonina, C., Koskinen, K., Eaton, B., & Gawer, A. 2021. Digital platforms for development: Foundations and research agenda. ***Information Systems Journal***, n/a(n/a).
- Bowman, C., & Ambrosini, V. 2000. Value Creation Versus Value Capture: Towards a Coherent Definition of Value in Strategy. ***British Journal of Management***, 11(1): 1-15.
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- Cennamo, C. forthcoming. Competing in Digital Markets: A Platform-Based Perspective. ***Academy of Management Perspectives***: forthcoming.
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- Denyer, D., & Tranfield, D. 2009. Producing a systematic review. In D. A. Buchanan, & A. Bryman (Eds.), ***The Sage handbook of organizational research methods***: 671-689. Thousand Oaks, CA: Sage.
- Gawer, A. 2021. Digital platforms' boundaries: The interplay of firm scope, platform sides, and digital interfaces. ***Long Range Planning***: forthcoming.
- John, K., & Ross, D. 2021. How a Firm's Value Capture Affects Value Creation in Its Ecosystem. ***Academy of Management Review***: forthcoming.
- Lepak, D. P., Smith, K. G., & Taylor, M. S. 2007. Value Creation and Value Capture: A Multilevel Perspective. ***Academy of Management Review***, 32(1): 180-194.