

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: *Strategies of Ecosystem Suppliers: Insights from Tier 2 Suppliers in the German EV Industry*

Scope, Aims, Methods, and Initial Literature: Ecosystems consists of a hub that provides guidance and governs the ecosystem, as well as suppliers and complementors (Adner, 2017; Adner & Kapoor, 2010; Kapoor, 2014, 2018). They orient complex products that require multiple actors to collaboratively commit such as electric vehicles (EVs) (Bohnsack, Pinkse, & Kolk, 2014; Romanelli, 2018; Rong, Shi, Shang, Chen, & Hao, 2017). Most research has examined strategies of hubs (Baumann, Becker, & Horrmann, 2020; Daymond, Knight, Rummyantseva, & Maguire, 2023; Miller & Toh, 2022). Focusing on 5 to-be-selected Tier 2 suppliers in the German EV industry, this thesis aims to

- Identify strategies vis-à-vis hubs
- Identify reasons these strategies were chosen

Insights from 1) selected grey literature (Adams, Smart, & Huff, 2017) as well as 2) 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:

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