

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:** *Best Practices of Innovation Reporting, Monitoring, and Goal-Setting in the Energy Industry*

**Scope, Aims, Methods, and Initial Literature:** Innovation controlling is a key to ensure the economic feasibility of innovation at various stages of its life cycle (Kerr & Landauer, 2004; Piller & Hilgers, 2016; Prather, 2005; Schröder, 2012; Stetler & Magnusson, 2015). Focusing on the energy industry in DACH and NL, this thesis aims to

- identify best practices of innovation reporting, i.e. tools and/or events to best report innovation progresses
- identify best practices of innovation monitoring, i.e. KPIs and/or ways to best keep track on innovation projects
- identify best practices of innovation goal-setting, i.e. specifics of defining goal that nudge innovative

Insights from 1) a systematic review of the scientific literature (Denyer & Tranfield, 2009), 2) selected grey literature issued by an focusing on the carmakers (Adams et al., 2017), as well as 3) expert interviews (Cassell, 2009) should be combined.

**Thesis Language:** English or German (only if you are enrolled in a program with German as main language)

**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 [christian.bruck@wu.ac.at](mailto:christian.bruck@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.
- 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.
- 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.
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- Prather, C. W. (2005). 'The dumb thing about smart goals for innovation'. *Research Technology Management*, 48, 14-15.
- Schröder, R. W. (2012). 'Klaus Möller, Jutta Menninger und Diane Rober, Innovationscontrolling. Erfolgreiche Steuerung und Bewertung von Innovationen'. *Zeitschrift für Betriebswirtschaft*, 82, 1297-1301.
- Stetler, K. L., & Magnusson, M. (2015). 'Exploring the tension between clarity and ambiguity in goal setting for innovation'. *Creativity and Innovation Management*, 24, 231-246.