

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: *Institutional Work of Challengers in Smart Home*

Scope, Aims, Methods, and Initial Literature: Institutional work refers to "the purposive action of individuals and organizations aimed at creating, maintaining, and disrupting institutions" (Lawrence and Suddaby, 2006: 215), which is key perspective within institutional theory (Boon, Spruit, & Frenken, 2019; Granqvist & Gustafsson, 2016; Hampel, Lawrence, & Tracey, 2017; Lawrence & Suddaby, 2006; Lawrence, Suddaby, & Leca, 2009; Mena & Suddaby, 2016; Perkmann & Spicer, 2008). Focusing on Apple HomeKit, Amazon Echo as key challengers in this domain (Ansari & Krop, 2012; Bergek, Berggren, Magnusson, & Hobday, 2013; Cozzolino & Rothaermel, 2018), this thesis aims to

- identify which forms of institutional work they pursued in recent years
- compare these forms to identify factors that can explain the heterogeneity/homogeneity of these forms

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, 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:

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