

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: *Governance of Nascent Ecosystems: Insights from Electric Vehicles in Germany*

Scope, Aims, Methods, and Initial Literature: Ecosystems emerge around key products from OEMs (such as carmakers); an important current example of such products that are also key for environmental sustainability are electric vehicles (EVs) (Bohnsack, Pinkse, & Kolk, 2014; Romanelli, 2018; Rong, Shi, Shang, Chen, & Hao, 2017). A key feature of successful EV ecosystem is ecosystem governance (also: ecosystem orchestration) (Autio, 2022; Cusumano, 2022; Jacobides, 2022; Uzunca, Sharapov, & Tee, 2022), which is concerned with "who does what, who controls what, and how everyone will benefit" (Dattée, Alexy, & Autio, 2018: 467). Focusing on EV ecosystems of three to-be-selected OEMs in the German automotive industry, this thesis aims to identify and detail (e.g., definition, scope, examples) governance approaches.

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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- Uzunca, B., Sharapov, D., & Tee, R. 2022. Governance rigidity, industry evolution, and value capture in platform ecosystems. *Research Policy*, 51(7): 104560.