

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: *Innovation Marketing Tools in Industrial Markets*

Scope, Aims, Methods, and Initial Literature: Innovation marketing is about creating and establishing new offerings in existing and new markets (Chen, 2006; Danaher, Hardie, & Putsis, 2001; Gupta, Malhotra, Czinkota, & Foroudi, 2016; Loock, 2010; Manu & Sriram, 1996; Trommsdorff & Steinhoff., 2013). Focusing on industrial markets like energy and telecommunications, this thesis aims to:

- map, assess (e.g. key pros and cons), and cluster innovation marketing tools
- identify which tools fit are most suitable for utilities

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 or German (only if you are enrolled in a program with German as main language)

Corporate Partner: tbd

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.
- 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.
- Chen, Y. 2006. Marketing Innovation. *Journal of Economics & Management Strategy*, 15(1): 101-123.
- Danaher, P. J., Hardie, B. G. S., & Putsis, W. P. 2001. Marketing-Mix Variables and the Diffusion of Successive Generations of a Technological Innovation. *Journal of Marketing Research*, 38(4): 501-514.
- 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.
- Gupta, S., Malhotra, N. K., Czinkota, M., & Foroudi, P. 2016. Marketing innovation: A consequence of competitiveness. *Journal of Business Research*, 69(12): 5671-5681.
- Loock, H. 2010. Grundlagen des Innovationsmarketing. In H. Loock, & H. Steppeler (Eds.), *Marktorientierte Problemlösungen im Innovationsmarketing*: 3-27. Wiesbaden: Gabler.
- Manu, F. A., & Sriram, V. 1996. Innovation, marketing strategy, environment, and performance. *Journal of Business Research*, 35(1): 79-91.
- Trommsdorff, V., & Steinhoff, F. 2013. *Innovationsmarketing* (2. ed.): Vahlen.