

Master/Bachelor Thesis

“Entrepreneurship and E-Mobility: Shaping the Ecosystem”

Background

E-mobility is a growing trend globally. While much of the focus has been on adopting electric vehicles (EVs) in the Global North, opportunities and challenges of e-mobility in the Global South need to be addressed and have yet to be well investigated. At the same time, a vibrant e-mobility ecosystem has emerged in the urban areas of Sub-Saharan Africa, with companies such as ARC Ride, eWaka, or Ampersand. These startups pursue different business models and collaboration efforts while fighting for a common goal and shaping the ecosystem. In that sense, the entrepreneurs act as institutional entrepreneurs. Institutional entrepreneurship covers “activities of actors who have an interest in particular institutional arrangements and who leverage resources to create new institutions or to transform existing ones” (Maguire & Hardy, 2004: 657). This study aims to investigate how e-mobility start-ups act as institutional entrepreneurs and thus shape the institutional environment in which they evolve.

Introductory Readings

- Allee, A., Schroeder, J., Sherwood, J. (2022). *Powering Small Format Electric Vehicles with Minigrids. Assessing the Viability of Two- and Three-Wheeled EVs for Rural Mobility*. RMI. <http://www.rmi.org/insight/minigrid-ev>
- Maguire, S., Hardy, C., Lawrence, T.B. (2004). Institutional Entrepreneurship in Emerging Fields: HIV/AIDS Treatment Advocacy in Canada. *Academy of Management Journal* 47 (5), 657-679.
- Chowdhury, F., Audretsch, D.B., Belitski, M. (2018). Institutions and Entrepreneurship Quality. *Entrepreneurship Theory and Practice* 43 (1), 51-81.

Tasks and Goals

This thesis is closely related to the current research of the chair, part of the TUM SEED Center, and you will conduct your data collection and analysis in close collaboration with our doctoral students. The thesis will be based on a literature review regarding stakeholder theory and qualitative research with private e-mobility companies in SSA. Based on the literature review and data collection, you will design a map of different stakeholders and their relationships an e-mobility startup has within the entrepreneurial ecosystem.

Requirements

- Excellent English skills and interest in entrepreneurship, development, and sustainable energies.
- Independent, reliable, and diligent working style with the ability to work in multi-cultural settings.
- Eagerness to travel to Sub-Sahara Africa to collect data in challenging environments.
- Advanced Seminar *Sustainable Entrepreneurship* with a minimum grade of 2.0 (for Master Thesis)
- Course *Corporate Sustainability* with a minimum grade of 2.0 (for Bachelor Thesis)

Details

- Supervisors: Prof. Dr. Frank-Martin Belz and Katharina Eichinger, M.A.
- Start: Flexible / As of now.
- Working time: 6 months, with 3-4 weeks of fully-funded research stay in Kenya, Uganda, or Rwanda.

Contact

If you are interested in writing your thesis at our chair or have questions about this topic, please get in touch with Katharina Eichinger (katharina.ke.eichinger@tum.de). To apply, send an email including your CV and the current transcript of records (as one PDF file). We are looking forward to working together with you!