



MSc Thesis Opportunity on Business Models for Electric Transports

Research related thesis project at INDEK, spring semester 2024

Our project aims to explore how the technology shift to electric vehicles might transform logistics firms operating in Sweden. We are looking for motivated MSc student(s) that are intrigued by problem-setting and problem-solving and that want to understand the business implications of electrification. The sought-after students are to engage in a 30 ECTS thesis project (January – June 2024). The thesis topic is directly drawn from an identified research need and the thesis project has the possibility to contribute directly to ongoing research.

We are open to original ideas and proposals. If you have already established ideas/contacts within the broader domain of electrification, you can feel free to contact us and discuss your ideas. We are happy to provide supervision for company-based master theses that can create knowledge synergies with our ongoing project as well. If you do not have an established idea, you can use the following research topic as a starting point and contact us for further discussion.

Proposed project

Large investments are currently being made to enable a swift substitution from conventional vehicles to battery-electric alternatives, but despite significant technological advancements and tightening regulations pertaining to greenhouse gas emissions and CO₂, transport still relies on oil products for most of its final energy (91% in 2022). In particular, we see that diffusion is slow in the case of trucks and goods transportation.

To combat the uncertainties of electric truck adoption, researchers have called for an increased attention to the current and future business models of electric trucks. So far, however, studies on this topic have primarily focused on the perspective of truck manufacturers, leaving the user perspective largely absent. To account for this gap in literature, this project would explore business models in the trucking industry with logistics firms as the foci. It will do so by exploring the following questions (1) How haulage firms vary in their business model design? and (2) How such differences can affect a firm's strategic choice when faced with electrification?

Contact

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