



**Universität Hamburg**  
DER FORSCHUNG | DER LEHRE | DER BILDUNG

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Fakultät Wirtschafts- und  
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### **Call for bachelor thesis**

#### **Topic:**

**Which effect does the German transition towards renewable energies had on the four big energy incumbents RWE, EON, EnBW and Vattenfall? (Literature analysis)**

#### **Aim:**

The aim of the thesis is to analyze how the strategic orientation of the four energy producing companies in Germany changed as reaction to the German „Energiewende“. The following questions are in the focus of the study: How did the incumbents have reacted to the legislative funding of renewable energies in 1990? Did the companies adapt their production assets and strategic orientation until 2014? Which effect had the adaptation or non-adaptation on the financial performance of RWE, Vattenfall, EnBW and EON?

#### **Results:**

- Mapping of the strategic reorientation between 1990 and 2014
- Description asset reorientation as reaction towards the Energiewende
- Analysis of the financial performance and production capabilities
- Detailed comparison between the four incumbents
- Conclusion and evaluation of the analysis' outcomes

#### **Advisor:**

1. Prof. Dr. Timo Busch
2. Marcel Richert

#### **Basic literature:**

- Ströbele, W., Wolfgang P., and Michael H. 2012. Energiewirtschaft: Einführung in Theorie und Politik. Oldenbourg Verlag.
- Annual reports of EON, RWE, Vattenfall und EnBW

#### **Please note:**

Thesis can also be written in English and also be focused on a single company as exhaustive case study.

For further questions please contact:

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