



Universität Hamburg
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Fakultät Wirtschafts- und
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Call for bachelor thesis

Topic:

Sustainable identity: To what extent do political institutions, actions and perceptions create a sustainable identity? Effect on the energy transition in Germany

Aim:

Target-oriented action is only possible if people and organizations know what role they play in certain situations (creation of identity). To implicate target-oriented action there has to be a collective sustainable identity in the German society. The energy turnaround can only succeed if Germany sees itself as a forerunner who paves the way for the energy turnaround and creates a stable legislative framework. The objective of the thesis is to consider political statements, regulations and publications in the period from 2006 to 2012. The final result is the answer to the question if the German policy creates a stable identity or if contrary changes of direction lead to identity loss. If so, what effect does the identity loss have on the development of renewable energies?

Results:

- Mapping of the German policy orientation over the last 8 years.
- Changes and contradictions in political actions and statements that ascribed an unclear role of Germany relating to the energy turnaround.
- Consideration whether such an identity change in German policy led to uncertainty concerning the actions of participants of the energy turnaround.
- Conclusion about the effect of identity loss relating to the energy turnaround.

Advisor:

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

Basic literature:

- http://www.t-online.de/nachrichten/deutschland/parteien/id_67936434/energiewende-kanzlerin-merkel-weist-seehofers-kritik-zurueck.html
- <http://www.spiegel.de/wirtschaft/soziales/eeg-reform-konzept-analyse-von-gabriels-eckpunktepapier-a-944568.html>
- Gioia, D. A. and J. B. Thomas (1996). "Identity, Image, and Issue Interpretation: Sensemaking during Strategic Change in Academia." *Administrative science quarterly* 41(3): 370-403

Please note:

Thesis can also be written in English and can be applied to different parts of the energy turnaround. (Offshore, Grid extension, etc.)

For further questions please contact:

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