

## Master thesis

### **Sufficiency-oriented policies – The impact of the *Right of Repair Directive* on business model innovation**

In recent years, sufficiency has gained increasing attention in research and policy-making alike. Increasingly pressing environmental problems, like extreme weather events and the overshooting of planetary boundaries by exploiting natural resources, make sufficiency an imperative in the pursuit of sustainability. Sufficiency established itself around the idea of “enough” as an antithesis of the economic underlying principles of more, faster, and further (Jungell-Michelsson & Heikkurinen, 2022). As such, it can constitute an important complement to efficiency strategies aimed at sustainability. In 2023, the European Union adopted the Right of Repair proposal, advancing the European Green Deal and further closing the loop towards a circular economy (European Commission, 2023c). Whereas the environment, consumers, and the economy are expected to benefit greatly, manufacturers will have to adapt to the new requirements, which creates a dilemma: the institutional regulations lead to a cannibalization of the existing business model, as the current business models are based on (planned) obsolescence (Malinauskaite & Erdem, 2021; Mellal, 2020). This creates tensions within the business, as the obsolescence of products to increase sales displays the opposite approach of product longevity induced by repair and reuse strategies.

To gain a deeper understanding of the topic, the Management Research Group offers the Master's thesis, which analyses how sufficiency-oriented national policies impact firms' business models and innovation.

Possible tasks in the thesis would be

1. Reviewing existing literature on sufficiency and business models
2. Qualitative analysis of sufficiency based on case studies
3. Analyzing emerging tensions and potential solutions in manufacturing businesses
4. Derive recommendations for policy and management: How can firms deal with the arising tensions and implement sufficiency strategies in their business model?

The student will write the thesis in close collaboration with the supervisor. Through his or her work, the student will have the opportunity to generate insights that contribute to an important social debate. We are looking for highly motivated students who are characterized by excellent business management skills and a keen interest in issues relating to strong sustainability. Excellent communication and project management skills, as well as experience in qualitative data analysis, are desirable

**Start date: October 2024 (flexible)**

**Duration: 3 to 6 months**

Please send your brief application (short letter of motivation, CV, current certificate of grades, last degree certificate in one file) by e-mail to Hauke Lütkehaus (hauke.luetkehaus@uni-oldenburg.de). We are also happy to answer any questions you may have. We look forward to receiving your application!