

Identifying Market Entry Opportunities for Sustainable Technologies: An Analysis Based on Expert Interviews



Idea: The objective of this master's thesis is to identify and analyze potential market entry opportunities for microbial oils as a substitute for palm oil in the food industry. The study will gather and synthesize expert opinions and assessments from key industry players to develop well-founded strategies and recommendations.

Studiendesign : Expert Interviews

Daten: Interviews

Relevante Literatur:

Gruber, M., MacMillan, I. C., & Thompson, J. D. (2013). Escaping the prior knowledge corridor: What shapes the number and variety of market opportunities identified before market entry of technology start-ups?. *Organization science*, 24(1), 280-300.

Karakaya, F., & Stahl, M. J. (1989). Barriers to entry and market entry decisions in consumer and industrial goods markets. *Journal of marketing*, 53(2), 80-91.

Markman, G. D., Gianiodis, P., Tyge Payne, G., Tucci, C., Filatotchev, I., Kotha, R., & Gedajlovic, E. (2019). The who, where, what, how and when of market entry. *Journal of Management Studies*, 56(7), 1241-1259.