

---

MASTER THESIS TOPIC PROPOSAL

**A Double Diamond Comparison facilitating the spread of sustainable innovations**

INTRODUCTION. The call for sustainability is a contemporary trend. Marketers are addressing this trend with a wide number of cutting-edge ideas and innovations. On the other hand, the industry today is international or global in its operations, so these innovations need to be scaled-up and, therefore, established in different countries and regions. The individual dimensions and conditions can be captured in an analyzed way with the Double Diamond Theory.

Against this background, the aim of this thesis is to provide a double diamond comparison facilitating the spread of sustainable innovations in a specific industry.

EXPECTED CONTRIBUTION: A multiple case study illustrating the explanatory power and the limits of Porters' diamond and further developed double diamond theory for explaining the international spread of sustainable innovations. Possible cases can consider electric mobility, wind milling or package free retailing.

BASIC READINGS:

- Gustafsson, J. 2017, "Single Case Studies vs. Multiple Case Studies: A Comparative Study."  
Retrieved from: [http://www.diva-portal.org/smash/get/diva2:1064378/  
FULLTEXT01.pdf](http://www.diva-portal.org/smash/get/diva2:1064378/FULLTEXT01.pdf)
- Porter, M. E. 1990. "*The Competitive Advantage of Nations*", New York: Free Press.
- Rugman, A. M and Cruz J. R. D. 1993, "The "double diamond" model of international competitiveness: The Canadian experience", *Management International Review*, 33(2), 17-39.
- Sardy, M., & Fetscherin, M. 2009. "A Double Diamond Comparison of the Automotive Industry of China, India, and South Korea". *Competition Forum*, 7(1), 6-16.
- Stavros, C., & Westberg, K. (2009). Using triangulation and multiple case studies to advance relationship marketing theory. *Qualitative Market Research: An International Journal*.
- White, K., Habib, R., and Hardisty, D. J. 2019. "How to SHIFT consumer behaviors to be more sustainable: A literature review and guiding framework." *Journal of Marketing*, 83(3), 22-49. <https://doi.org/10.1177/0022242919825649>
- van Heerde, H. J., Moorman, C., Moreau, C. P., and Palmatier, R. W. 2021. "Reality Check: Infusing Ecological Value into Academic Marketing Research." *Journal of Marketing*, 85(2), 1-13. <https://doi.org/10.1177/0022242921992383>

TOPIC IS AVAILABLE UNTIL: assigned to a candidate

CONTACT FOR FURTHER DETAILS: {zulauf, rwagner}@wirtschaft.uni-kassel.de

TOPIC PROPOSAL UPLADED: 2021-11-05