**Lehrstuhl für Wirtschaftliche Staatswissenschaften,
insbesondere Energiewirtschaftslehre**

Bachelor Thesis

A competition analysis along the wind generation value chain

The power generation from wind turbines is viewed as a key element of future energy systems. However, in Europe wind turbine manufacturers experience high competition and low margins (RystadEnergy, 2023). This poses the question which actors in the wind electricity supply value chain, including, e.g., manufacturing of the turbines, supplying the location, constructing the power plant, or operating it, claims the highest value shares (Rohe, 2020). An analysis of the segments of the value chain, the associated markets, and their structure could illuminate the field in which these enterprises act.

The aim of this bachelor thesis is to comprehensively identify the value chain of wind power generation and to describe the structure of the associated markets. The analysis includes mapping out the value chain, segment associated markets, describe their properties, e.g., potential for product differentiation, entry barriers, or market power potential, and to assess where in the value chain the highest margins may be allocated.

Key tasks and objectives of the thesis

- Identifying and mapping out of the entire value chain associated with the power generation from wind turbines.
- Segmentation of the markets associated with the value chain.
- Analysis of the associated markets.

Your profile

- Economics major, best with a focus on energy.
- Analytical thinking and the ability to carry out independent scientific work.

Literature

- RystadEnergy (2023): “The state of the European Wind Energy Supply Chain” A Rystad Energy report in cooperation with WindEurope
- Rohe, Sebastian. "The regional facet of a global innovation system: Exploring the spatiality of resource formation in the value chain for onshore wind energy." Environmental Innovation and Societal Transitions 36 (2020): 331-344.
- Gilbert, Christopher L. "Value chain analysis and market power in commodity processing with application to the cocoa and coffee sectors." Commodity market review 2007 (2008): 5.

Contact

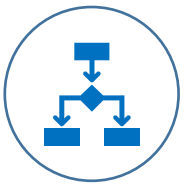
Philipp Theile

E-Mail: Philipp.theile@ewi.uni-koeln.de

Topics

- Wind generation
- Market structures

Methods



- Literature review
- Value chain analysis