

Abstract

The present trend towards electric mobility (e-mobility) requires numerous Swiss automotive firms to alter their capability sets if they intend to survive. More precisely, these firms need to deploy specific activities, so-called *dynamic capabilities*, which enable them to add new or modify their existing capabilities. Considering that there is a scarcity of empirical research concerning the concrete deployment of dynamic capabilities, this thesis explores how Swiss automotive firms are addressing the present e-mobility trend from a dynamic capabilities perspective. For this purpose, a multiple-case study was conducted based on data that were collected through in-depth interviews in eight Swiss automotive firms (four large companies and four small/medium-sized enterprises). The study provides extensive empirical evidence on the concrete deployment of dynamic capabilities in the Swiss automotive industry, and shows that some specific dynamic capabilities have been more commonly deployed by the case firms than others. In addition, the study shows that the large case firms have deployed more and a greater variety of dynamic capabilities compared to the small/medium-sized case firms, which indicates that there may exist considerable differences between the dynamic capabilities portfolios of small/medium-sized enterprises and large companies.