

Understanding adopters' perceptions of solar PV business models

Background

In order to slow down climate change, a worldwide transition towards more sustainable energy systems is needed. In turn, this requires an increased adoption of renewable electricity technologies, such as solar photovoltaic (PV). One way to facilitate adoption among different market segments is to provide solar PV through different business models. For example, offering solar PV through a leasing business model can enable adoption among people that cannot afford to pay for a solar PV plant upfront. However, little is known about how Swedish solar PV adopters perceive different business models and why they choose one over another.

This master thesis aims to explore adopters' perceptions of different business models for solar PV in Sweden.

The thesis will be connected to an ongoing project on innovative business models for large-scale diffusion of solar PV. Within the project, several business models for solar PV have been identified that can be used as a baseline for further exploration.

The students will be supervised by researchers Amanda Bankel and Ingrid Johansson Mignon at the TME department of Chalmers University of Technology.

Examples of master thesis objectives

- Identify perceived benefits and drawbacks of different solar PV business models from an adopter perspective.

And/or

- Understand how adopters make sense of the value proposition of solar PV providers' business models.

The objectives will be discussed and formulated by the students in collaboration with supervisors.

Requirements

- Knowledge of innovation and interest in sustainability transition.

For more information, please contact Ingrid Johansson Mignon, Innovation and R&D Management, TME Ingrid.mignon@chalmers.se