



# **E-Mobility: Zum Sailing-Ship-Effect in der Automobilindustrie (Schriften aus dem Centrum für Management (CfM)) (German Edition)**

*Bernd Liesenkötter, Gerhard Schewe*

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Der Sailing-Ship-Effect beschreibt die mögliche Reaktion einer alten Technologie auf das Auftauchen einer neuen, indem diese ihre Leistungsfähigkeit stetig verbessert. Anhand von Patentdaten der Automobilindustrie verdeutlichen die Autoren, dass dieser Sailing-Ship-Effect bei den Antriebstechnologien anzutreffen ist. Der Umstand, dass die Automobilindustrie in einem hohen Grad von Pfadabhängigkeiten gekennzeichnet ist, hat dazu geführt, dass es effizient erscheint, die Entwicklungsanstrengungen auf die herkömmlichen Verbrennungstechnologien zu konzentrieren und nicht in hohem Maße in alternative Antriebsformen zu investieren.

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