

Information on Postgraduate Research Scholarship - Ref: VCS-FBUS-02-01

Faculty: Business

Department: Systems Management and Strategy

Lead Supervisor: Dr. Chunjia Han

Project Title: Leveraging user generated content: consumer behaviour study by integrating different sources of unstructured data

Project Description:

With the development of Web 2.0, it has become a common and acceptable behaviour for people to share information and create content - generally known as User Generated Content (UGC). UGC has created a great opportunity for companies to access to a wide number of, previously not available, unstructured raw data sources. These, in turn, allow companies to gather superior insights in increasingly competitive markets by exploring the unstructured data. However, the most pioneer studies on UGC have focused on analysing text data insights, less emphasis has been placed in analysing other data forms including images, emojis, and verbal and nonverbal facial cues. Therefore, this remains an unexplored area and a better understanding is need on how to analyse consumer behaviour by effectively integrating different UGC sources.

Within this research problem space, the overall aim of the proposed project is to contribute to the literature on consumer behaviour and UGC with the use of the emerging computer science methodologies and analytical techniques. The project will adopt a mixed approach which includes (I) the collection of large-scale, quantitative data sets including different unstructured data forms, and (II) the development of new models using deep learning and machine learning techniques to Leverage user generated content for aiding companies' decision-making.

We are seeking a fully-funded PhD student (3 years) to join the Networks and Urban Systems Research Centre. We are looking for a recent graduate with a Master's degree in Business Analytics/Management Science/Data science/Computer Science, or Business Studies/Management/Social Science but preferably with data analytics and programming experience. Your research will be expected to culminate with a PhD dissertation after 3 years.

Duration:

3 years, Full-Time Study or 6 years, Part-Time Study

Bursary available (subject to satisfactory performance):

Year 1: £15,609 (FT) or pro-rata (PT) Year 2: In line with RCUK rate Year 3: In line with RCUK rate

In addition, the successful candidate will receive a contribution to tuition fees equivalent to the university's Home rate, currently £4,500 (FT) or pro-rata (PT), for the duration of their scholarship.

International applicants will need to pay the remainder tuition fee, currently £11,000, for the duration of their scholarship. This fee is subject to an annual increase.

Person Specification of Essential (E) or Desirable (D) requirements:	
Criteria:	E or D
Education and Training:	
<ul style="list-style-type: none"> 1st Class or 2nd class, First Division (Upper Second Class) Honours Degree or a taught Master's degree with a minimum average of 60% in all areas of assessment (UK or UK equivalent) in a relevant area to the proposed research project 	E
<ul style="list-style-type: none"> For those whose first language is not English and/or if from a country where English is not the majority spoken language (as recognised by the UKBA), a language proficiency score of at least IELTS 6.5 (in all elements of the test) or an equivalent UK VISA and Immigration secure English Language Test is required, unless the degree above was taught in English and obtained in a majority English speaking country, e.g. UK, USA, Australia, New Zealand, etc, as recognised by the UKBA. 	E
Experience & Skills:	
<ul style="list-style-type: none"> Previous experience of undertaking research (e.g. undergraduate or taught masters dissertation) 	E
<ul style="list-style-type: none"> Strong data analysis and statistical skills (e.g., R, Python, SPSS, Stata) 	E
<ul style="list-style-type: none"> Strong qualitative research and analytical skills 	D
<ul style="list-style-type: none"> Strong skills in presenting research findings both orally and in writing (in English) 	D
Personal Attributes:	
<ul style="list-style-type: none"> Understands the fundamental differences between a taught degree and a research degree in terms of approach and personal discipline/motivation 	E
<ul style="list-style-type: none"> Able to, under guidance, complete independent work successfully 	E
Other Requirements:	
<ul style="list-style-type: none"> This scholarship may require Academic Technology Approval Scheme approval for the successful candidate if from outside of the EU/EEA 	E
<ul style="list-style-type: none"> A PhD project research proposal that is related to the research area 	E
<ul style="list-style-type: none"> The scholarship must commence before 1st January 2022 	E

Closing date for applications: *midnight UTC on 1st November 2021*

For further information contact: Dr. Chunjia Han *E-mail: C.Han@greenwich.ac.uk*

Making an application:

Please read this information before making an application. Information on the application process is available at: <https://www.gre.ac.uk/research/study/apply/application-process>. Applications need to be made online via this link. **No other form of application will be considered.**

All applications **must include** the following information. **Applications not containing these documents will not be considered.**

- Scholarship Reference Number (VCS-FBUS-02-01)**– included in the personal statement section together with your personal statement as to why you are applying
- a research proposal related to the subject topic ***
- a CV including 2 referees ***
- academic qualification certificates/transcripts and IELTS/English Language certificate if you are an international applicant or if English is not your first language or you are from a country where English is not the majority spoken language as defined by the UK Border Agency ***

**upload to the qualification section of the application form. Attachments must be a PDF format.*

Before submitting your application you are encouraged to liaise with the Lead Supervisor on the details above.