

| <b><u>Information on Postgraduate Research Scholarship - Ref: VCS-FBUS-02-22</u></b>  |  |
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| <b>Faculty:</b>   | Business   |
| <b>School:</b>  | Business, Operations and Strategy  |
| <b>Lead Supervisor:</b>   | Prof Bruce Cronin  |
| <b>Project Title:</b>   | User Innovation in Online Communities  |
| <b>Project Description:</b>   | <p>A number of organisations have developed user-driven innovation platforms which allow firms to crowdsource ideas from their users on new product development (NPD). While most online user-innovation platforms such as My Starbucks Idea, focus on encouraging ordinary users (i.e., non-experts) to contribute on NPD, the user-innovation platforms of emerging technologies firms rely on lead users, who possess technology expertise and product usage experience. Despite the success of product innovation observed at high-tech firm innovation platforms, research on the relationship between the contribution of lead users and the idea implementation decisions made by high-tech firms is scarce.</p> <p>Within this research problem space, the overall aim of the proposed project is to contribute to the literature on crowdsourcing for user innovation with the use of social network analysis, and to provide managerial guidance for high-tech firms on identifying and prompting quality innovation ideas in order to accelerate the speed of new high-tech product development. The project will adopt a mixed approach which includes (I) the collection of large-scale, quantitative data sets from a number of existing online communities through web crawling scripts, (II) the development of new models using machine learning techniques to capture and predict lead user interaction, and (III) analyse unstructured user-generated content (such as texts, images and videos) online.</p> <p>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.</p> |
| <b>Duration:</b>  | 3 years, Full-Time Study or<br>6 years, Part-Time Study  |
| <b>Bursary available (subject to satisfactory performance):</b>   |  |
| Year 1: £16,062 (FT) or pro-rata (PT) Year 2: In line with UKRI rate Year 3: In line with UKRI rate   |  |
| In addition, the successful candidate will receive a contribution to tuition fees equivalent to the university's Home rate, currently £4,596 (FT) or pro-rata (PT), for the duration of their scholarship. International applicants will need to pay the remainder tuition fee for the duration of their scholarship. |  |
| This fee is subject to an annual increase.  |  |
| <b>Person Specification of Essential (E) or Desirable (D) requirements:</b>   |  |

| Criteria:   | E or D   |
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| <b>Education and Training:</b>  |  |
| <ul style="list-style-type: none"> <li>1<sup>st</sup> Class or 2<sup>nd</sup> 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</li> </ul>   | E  |
| <ul style="list-style-type: none"> <li>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, if your programme falls within the faculty of Engineering and Science a language proficiency score of at least IELTS 6.5 overall with a minimum of 6.0 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 <u>and</u> obtained in a majority English speaking country, e.g. UK, USA, Australia, New Zealand, etc, as recognised by the UKBA.</li> </ul>   | E  |
| <b>Experience &amp; Skills:</b>   |  |
| <ul style="list-style-type: none"> <li>Previous experience of undertaking research (e.g. undergraduate or taught master's dissertation)</li> </ul>  | E  |
| <ul style="list-style-type: none"> <li>Strong quantitative research and analytical skills</li> </ul>  | E  |
| <ul style="list-style-type: none"> <li>Strong data analysis and statistical skills (e.g., R, Python, SPSS, Stata)</li> </ul>  | D  |
| <ul style="list-style-type: none"> <li>Strong skills in presenting research findings both orally and in writing (in English)</li> </ul>   | F  |
| <b>Personal Attributes:</b>   |  |
| <ul style="list-style-type: none"> <li>Understands the fundamental differences between a taught degree and a research degree in terms of approach and personal discipline/motivation</li> </ul>   | E  |
| <ul style="list-style-type: none"> <li>Able to, under guidance, complete independent work successfully</li> </ul>   | E  |
| <b>Other Requirements:</b>  |  |
| <ul style="list-style-type: none"> <li>This scholarship may require Academic Technology Approval Scheme approval for the successful candidate if from outside of the EU/EEA</li> </ul>  | E  |
| <ul style="list-style-type: none"> <li>A PhD project research proposal that is related to the research area</li> </ul>  | E  |
| <ul style="list-style-type: none"> <li>The scholarship must commence before <b>January 2023</b></li> </ul>  | E  |
| <b>Closing date for applications:</b>   | <b>midnight UTC on 16<sup>th</sup> September 2022</b>                                    |
| <b>For further information contact:</b>   | <b>Prof Bruce Cronin, <a href="mailto:C.B.Cronin@gre.ac.uk">C.B.Cronin@gre.ac.uk</a></b> |
| <p><b>Making an application:</b><br/>Please read this information before making an application. Information on the application process is available at: <a href="https://www.gre.ac.uk/research/study/apply/application-process">https://www.gre.ac.uk/research/study/apply/application-process</a>. Applications need to be made online via this link. <b>No other form of application will be considered.</b></p> <p>All applications <b>must include</b> the following information. <b>Applications not containing these documents will not be considered.</b></p> <ul style="list-style-type: none"> <li><b>Scholarship Reference Number (VCS-FBUS-02-22)</b>– included in the personal statement section together with your personal statement as to why you are applying</li> <li><b>a CV including 2 referees *</b></li> <li><b>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</b></li> </ul> |  |

**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.