

PhD Scholarship-Open Innovation

EPSRC Doctoral Training Award (DTA) Design, Manufacture & Engineering Management Project

Academic Level

Postgraduate Research

Subject Areas

Design, Manufacture & Engineering Management (DMEM)

Funding Source

UK Research Councils

Number of Scholarships

1

Scholarship Value

Fees + Maintenance

Study Options

PhD

Project Details

Crowdsourcing technologies; Open Innovation in the Context of SMEs

Open innovation is an emerging concept which is finding increasing application the manufacturing sectors. However academic research is yet to provide a basic understanding (ie. Theory) of "open innovation" and its capabilities and limitations. Such research would help stimulate and advance the effective use of open innovation in the context of SMEs. Open Innovation is defined by Chesbrough (2003) as follows:

"Combining internal and external ideas and 'paths to market' to advance the development of new technologies"

The use of external input to the development of products and services has a long history but recently various forms of 'Crowdsourcing' to the online population have establishing themselves as cheap, effective methods of getting work done. In certain areas (i.e. software) these methods have revolutionized the traditional methods for innovation and have contributed to the enrichment of the concept of "open innovation" (Christensen and Maskell, 2003). Because of this there are now numerous examples of how multi-national enterprises have used online 'Crowdsourcing' the support open innovation processes.

But while 'open innovation' has found application in large organisations (e.g. 3M, Cisco, IBM, and Procter & Gamble) little is known about how SMEs can capture this intelligence and transform it into absorptive capacities that enable the development of sustainable product and service design approaches (Huang and Rice, 2009; Van de Vrande et al., 2009).

DMEM has already an extensive track record in applying Crowdsourcing to manufacturing problems, this proposal would allow that experience to be used in a new area of research; the business process of "open innovation". The student would be able to draw on the experience of established experts in ITC and Business to create high impact research in a cutting edge field.

The aim of PhD is to develop dynamic, sustainable open business innovation models for SMEs through using Crowdsourcing technologies. Specific objectives are to;

- contribute our understanding of technology aspects of open innovation with theoretical and practical implications through publishable research
- enable an agile response to the adoption of new collaborative business models in the network level,
- investigate the infrastructures required to encourage participation and collaboration among SMEs
- understand the standards required, to enable SMEs work together to create common norms and technologies and compete against each other to promote their own technologies and products.

Award Details

The studentship will start in August/October 2010 and covers University fees plus a student stipend for 3.5 years (stipend level of c. £13,569 in 2010/11).

Eligibility Requirements

All applicants must meet the [eligibility](#) criteria and must possess or be about to obtain a 1st class or 2.1 Honours degree or equivalent in a relevant discipline.

A recent master graduate is sought with innovation, information management and/or business backgrounds. The successful candidates will have a minimum of master degree high class honours degree. Experience in innovation, manufacturing, finance or administration, particularly in the context of working with or implementing integrated business systems would be advantageous.

How to Apply

To apply send a CV and covering letter to Dr Nuran Acur Bakir, nuran.acur@strath.ac.uk

Address

<http://www.strath.ac.uk/dta/>

http://www.strath.ac.uk/igo/postgraduatescholarships/award_246053_en.html