

## **PhD opportunities in Innovation, Economics and Strategy**

Applications are invited for PhD candidates in the field of innovation management, business economics and strategy at the Institute for Manufacturing, part of the Department of Engineering, University of Cambridge. The IfM is a world-class research centre addressing some of the key issues in modern manufacturing and working extensively with industry.

Dr. Velu has an interest in innovation with a specific focus on exploring the antecedents and consequences of business model innovation. He has been examining issues related to business model innovation and implications for strategic decision making, ownership and challenges in transforming to more collaborative innovation models. In addition, Dr. Velu has been examining the relationship between innovation and entrepreneurial spawning in service industries. Dr. Velu also applies theories developed in economics and management to issues in development.

Research areas for prospective PhD students include:

- (a) Innovation and Business Model Innovation:
  - The enablers and barriers to innovation
  - The role of strategic decision making and innovation
  - The role and evolution of business models in entrepreneurship
  - Managing ecosystems in collaborative innovation business models (open innovation business models)
  - Transition challenges in changing business models (e.g., launching parallel business models, cannibalising one business model for another)
  - The consequences of the credit crisis on innovation (e.g., funding and risk on innovation by firms)
- (b) Management and Development Economics:
  - Role of firms and innovation in economic development
  - Role of innovative business models in economic development

Proposals with either quantitative or qualitative research methods are encouraged. The successful applicant will have at least a 1st or 2.1 class degree or equivalent and preferably with a masters course.

Funding in the form of University scholarships or grants may be available for highly qualified students. The closing date for some sources of funding is 2 December 2014, so early enquiries are encouraged.

Interested applicants are invited to send a CV and a brief summary of their research interests in this area to Chander Velu (c.velu@eng.cam.ac.uk).

Further information on the Institute for Manufacturing and the application process are available on the IfM website: <http://www.ifm.eng.cam.ac.uk/education/phd>

Applications should be made on-line via the Cambridge Graduate Admissions Office before the deadline: <http://www.admin.cam.ac.uk/students/gradadmissions/prospec/apply/>