MANCHESTER 1824

CASE PhD Studentship on Innovation Policy Evaluation by Using Advanced Text-Mining Methods

Manchester Institute of Innovation Research, Manchester Business School, University of Manchester

(in collaboration with the Technology Strategy Board)

(Application Deadline: 31/03/2014)

An excellent opportunity has arisen for a highly motivated and capable individual to undertake a PhD project which will develop a novel methodology for the identification of evidence of the behavioural impact of public interventions in support of innovation.

Project Summary

The project seeks to develop a novel methodology for the identification of evidence of impact (particularly behavioural additionality) of public interventions in support of innovation. Behavioural additionality refers to persistent changes in the behaviour (through organisational routines) of the recipients of public funding (i.e. firms). We will focus on the Knowledge Transfer Partnership (KTP) Programme administered by the Technology Strategy Board (TSB) in the UK.

In exploring the evidence for behavioural additionality, potential for using advanced text mining methods by using large amounts of unstructured monitoring data (in the form of annual and final reports) will be sought. We will also employ qualitative methods to complement and triangulate the advanced text mining methods we aim to develop.

As this novel approach is a first attempt of utilising of such "big data" in programme evaluation, it provides a unique opportunity for the PhD student to start a highly exciting and fruitful academic career.

Supervision

The successful candidate will be located in the Manchester Institute of Innovation Research (MIoIR). With over 50 research faculty and staff and approximately 50 doctoral students, MIoIR is Europe's largest and one of the World's leading research centres in its field. The PhD student will also be associated with the ESRC-accredited North West Doctoral Training Centre (NWDTC) and will pursue the accredited NWDTC doctoral pathway in Business and Management in the Manchester Business School (MBS) at the University of Manchester. The successful study will lead to the award of a PhD from the Manchester Business School. MBS is the largest campus-based business and management school in the UK with the first place ranking amongst UK business schools in terms of research power (RAE, 2008). The Manchester Business School PhD Programme in Business and Management is regularly ranked highly by the Financial Times MBA rankings. The PhD student will be part of an international cohort of PhD students based in MIoIR and its international network.

The successful applicant is expected to conduct research, leading to original contributions to the project culminating in a PhD thesis. Further advanced training is available in specialized areas including in bibliometrics, text mining, policy evaluation and corporate data mining. Workshops, exchange visits, fieldwork and networking opportunities will also be available. The student will also be able to participate in the MIoIR Executive Short Course on Science and Innovation Policy Evaluation.

The supervisory team consists of Dr Paul Cunningham (MBS/MIoIR) and Dr Abdullah Gök (MBS/MIoIR) and Mr Dan Hodges (Head of Economics and Evidence, TSB). The PhD student is expected to work on a day-to-day interaction basis with the academic supervisory team while he/she will maintain a continuous link with the TSB.

The studentship will start in September 2014 and is available for up to three years, with a stipend of £13,863 per annum (tax free), full university tuition fees, travel support for conferences, plus a possible fieldwork allowance (exact amounts to be confirmed).). The Scholarship is only available to those who qualify as a home student under ESRC residency requirements. Nationals of EU countries are eligible only if they satisfy the ESRC residential criteria: http://bit.ly/1cHzXBV

Requirements

The successful candidate will be expected to:

- Satisfy the requirements of the MBS PhD programme (academic qualifications and English language proficiency)
- Possess an interest in the management, policy and evaluation of innovation and innovation support programmes
- Possess knowledge and interest of advanced statistical methods and ability to conduct mixed-method research
- Have an interest in working with large scale unstructured text data (training will be provided)
- Preferably, demonstrate familiarity of computer programming languages (e.g. VBA, phyton).

Application

To apply for the studentship, please submit an online application for the **full-time PhD Business & Management programme** via http://www.mbs.ac.uk/programmes/phd/ (follow links from "PhD application") before **30 March 2014.** Earlier applications are encouraged. Interviews will be conducted in the week commencing 31/03/2014. Documents required for MBS PhD application includes:

- A two to four pages letter of interest describing your background, research interest in the topic, understanding of the project, and how you satisfy the requirements described above (do not submit a research proposal, instead submit this cover letter)
- A detailed CV
- Copies of degree certificates and transcripts (academic records of marks for courses taken)
- Two academic reference letters, which must be currently dated
- Candidates may also be required to submit a TOEFL/IELTS/PTE English test score.

You should indicate (in your letter of interest and application form) that you are applying for the **Case PhD Studentship on Innovation Policy Evaluation by Using Advanced Text-Mining Methods**. Please also send your letter of intent and CV to *abdullah.gok@manchester.ac.uk*.

For further details about the research project, funding conditions, requirements, structure of the PhD programme and informal inquiries contact Dr Abdullah Gök at abdullah.gok@manchester.ac.uk and Dr Paul Cunningham at paul.cunningham@mbs.ac.uk. If you have questions related to the MBS PhD admissions process, please contact Doctoral Programmes Office at: pgresearch@mbs.ac.uk