



## JOB DESCRIPTION

<b>Job Title:</b>	Research Fellow in Business Model Innovation
<b>Department / Unit:</b>	School of Business and Management
<b>Job type</b>	Research
<b>Grade:</b>	Grade 7
<b>Accountable to:</b>	Principal Investigator (Professor Mark Lycett)
<b>Accountable for:</b>	n/a
<b>Purpose of the Post</b>	
<p>To undertake research activity in the field of business model innovation – particularly in relation to business ecosystems and their development in the creative industries. Work will involve conducting background research in the area, empirical field work and analysing and writing-up the results. Specialised knowledge is required to be able to apply appropriate frameworks for ecosystem analysis in the field in order to examine innovative business model options broadly related to the use of immersive technology.</p>	
<b>Key Tasks</b>	
<ul style="list-style-type: none"> <li>• Assist in state-of-the art reviews related to business ecosystems and their approaches and techniques of business model innovation.</li> <li>• Use initiative and creativity to identify novel approaches to understanding and analysing business ecosystems, developing new research methods/frameworks and extending the research portfolio as appropriate.</li> <li>• Pilot, refine and optimise frameworks for data collection related to business ecosystem analysis with limited supervision from the PI.</li> <li>• Conduct empirical business ecosystem research (potentially with industrial collaborators).</li> <li>• Explore potential consequences of business ecosystems/business model innovation with a range of participants from appropriate markets.</li> <li>• Identify and manage ethical issues that may arise in relation to data collection and any solutions developed.</li> </ul>	

- Record, analyse and write up results, maintaining a permanent record of the methodologies and empirical research outcomes.
- Prepare and present findings of research activity to colleagues and industrial collaborators.
- Contribute to the preparation of grant applications, research presentations and publications as requested.
- Undergo continued personal professional development

#### **Other Duties**

The duties listed are not exhaustive and may be varied from time to time as dictated by the changing needs of the College. The post holder will be expected to undertake other duties as appropriate and as requested by their manager.

The post holder will be required to work on-site with the project partners as needed and at any of the locations at which the business of Royal Holloway is conducted.

#### **Internal and external relationships**

The following list is not exhaustive but the post holder will be required to liaise with: Other members of staff within the research project, members of the School/Department and College, the industrial partners on the project, industry contacts within potential markets and members of the StoryFutures project.