JOB DESCRIPTION

<table>
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<tr>
<th>Job Title:</th>
<th>Research Fellow in International Business Innovation</th>
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<tr>
<td>Department / Unit:</td>
<td>School of Business and Management/Centre for Digital Creativity</td>
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<td>Job type</td>
<td>Research and Academic</td>
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<td>Grade:</td>
<td>7 Spine 31</td>
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<tr>
<td>Accountable to:</td>
<td>Professor Mark Lycett, Business Model Innovation Research Lead, StoryFutures</td>
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<td>Accountable for:</td>
<td>n/a</td>
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**Purpose of the Post**

To undertake research activity in the field of business (model) innovation – conducting background research in the area, empirical field work with industrial partners and analysing and writing-up the results. Specialised knowledge of business (model) innovation is required as is the ability to apply appropriate qualitative techniques in the field with industrial partners broadly related to the use of immersive technology (in an international market context).

The role is specifically related to the StoryFutures China project, analysing the relationship development between parties in an international context. The postholder is expected to develop traditional academic outputs but will have a primary focus on industry-facing work, including supporting company growth, developing industry facing reports and funding applications. The postholder is expected to be flexible and efficient with excellent interpersonal skills.

**Key Tasks**

- Assist in state-of-the art reviews related to approaches and techniques of business (model) innovation in an international context.

- Use initiative and creativity to identify novel approaches to business model innovation, developing new research methods/frameworks and extending the research portfolio as appropriate.

- Pilot, refine and optimise frameworks for data collection related to business model innovation with limited supervision from the PI.
- Conduct empirical business model innovation research with industrial collaborators (including international partners).

- Explore potential consequences of business model innovation with a range of participants from appropriate markets.

- Identify and manage ethical issues that may arise in relation to data collection and any solutions developed.

- 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 StoryFutures and StoryFutures China project, industrial partners related to those project, industry contacts within potential markets, policy makers and commercial and public funding organisations.