

PhD opportunities in Innovation, Economics and Strategy

Applications are invited for PhD candidates in the field of innovation and technology 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.

The Malaysia-UK Innovation Alliance, an initiative of Agensi Inovasi Malaysia (AIM) in collaboration with the Office of the Chief Secretary to the Government of Malaysia, the Malaysian Public Services Department (JPA), Ministry of Education (MoE) and Majlis Amanah Rakyat (MARA), offers an exclusive opportunity for qualified Malaysian scholars to pursue PhD studies at the Institute for Manufacturing, University of Cambridge, United Kingdom. The application is open to all existing JPA, MoE and MARA scholars who have previously obtained funding through an open process for either their undergraduate or masters studies.

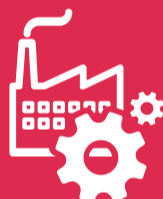
Eligibility criteria for applicants are as follows: -

1. A 1st or 2.1 class degree or equivalent (Hon) Degree recognised by the University of Cambridge in the field of Science, Technology, Engineering, Economics and Management is a MINIMUM requirement;
2. Applicants have preferably completed or will soon be completing their Masters studies at a major research University and;
3. A minimum IELTS (International English Language Testing System) overall band score of 7.0 with not less than 7.0 in speaking, listening and writing, and 6.5 in reading.

The Malaysia-UK Innovation Alliance seeks to support the exchange of knowledge and intellectual property between the Malaysian and the UK manufacturing sectors as they seek to increase the range of value-added products and services through the application of science, technology and innovation.

The objectives of the Alliance include among others:

1 To enhance the Malaysian innovation ecosystem creating new opportunities for manufacturing firms.



2 To enable world class, applied research focusing on innovation ecosystems and innovation in high value manufacturing and services.



3 To provide lessons from Cambridge entrepreneurs and the broader UK innovation ecosystem for Malaysian firms.



Research areas for prospective PhD students include:

- The commercialisation of University IPR in Malaysia, which includes 4,000 research projects that were narrowed down to 200 with commercial potential.
- The journey of 10 companies with innovative technologies that received Investment funding from AIM.
- Benchmarking the Innovation skills projects undertaken by AIM (Thinking Skills in all state schools, the setting up of the Design Thinking School, etc) against the backdrop of similar initiatives in other countries.
- The future of government involvement in promoting innovation in Malaysia. AIM has been set up as a Statutory Body in 2010 and would cease to exist in 2020. How effective have the policies of AIM been? What should be the country's direction after 2020?

- The attributes of firms in the Cambridge entrepreneurial cluster that can be transferred to Malaysian companies, in particular, the high survival rate.
- The enablers and barriers to innovation policy in Malaysia
- The role and evolution of business models in entrepreneurship among Malaysian firms.
- Role of innovative business models in Malaysia's economic development.
- Role of new technologies in manufacturing and services in Malaysia.

Proposals with either quantitative or qualitative research methods are encouraged.

Interested applicants should review the research conducted at the Institute for Manufacturing and in particular Professor Andy Neely (<http://www.ifm.eng.cam.ac.uk/people/adn1000/>) and Dr. Chander Velu (<http://www.ifm.eng.cam.ac.uk/people/cv236/>) as potential supervisors. Interested applicants are invited to send a CV and a brief research proposal to Jacqueline Brown (jjb78@cam.ac.uk) in advance of **31 March 2015**.

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

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



For further clarification, please email us at
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