Business Network Development - Building Value Constellations
PhD

**Funding:** Stipend of circa £14,000 per annum for 3.5 years, with an industrial top up of £3,000 per annum

**Start Date:** October 2016 or earlier if possible

**Project Supervisors:** Professor Jay Bal, Dr Xiao Ma

**Project Aims**

This project will explore how building value constellation networks differs from current theory on business networks. Then, using the Minority Supplier Development Network (MSDUK), the project will explore how the MSDUK can be positioned at the centre of an expanding number of value constellations, involving a wider range of partners targeted at different aspects of value creation.

Within the last 20 years, the image of a constellation was being employed to describe the value captured from a network of multiple points, and not necessarily along a sequenced or linear "value chain". It was in the digital age, explicitly built on webs of interaction, that the idea of value constellations took hold in business-model design.

The value constellation's persuasive power is in its expansive view of an idea's potential. Value constellations take a commercial idea beyond the binary buyer-seller value chain to more complex, symbiotic transactional webs among multiple participants, each of which may create and consume value.

Research will be undertaken on Business Networks, Supplier Development and collaborative working focused on minority owned businesses. How can we move businesses from the supply of components to the supply of systems and products? The project will require an examination of best practice, development of new mechanisms, and application in MSDUK.

**Entry Requirements:**

First or upper second class honours degree (or equivalent) in a related technical subject. A Master’s degree in business would be desirable

Experience of small businesses and family businesses is desirable.

**Funding:**

This studentship is available to Home and EU students who meet the EPSRC criteria. The studentship includes full fees for the successful candidate along with a tax free maintenance allowance of circa £14,000 per annum for 3.5 years, plus an industrial top up of £3,000 per annum.

**To apply:**

To submit your application, please complete our [online enquiry form](#)