

Creating and preserving organisational value from data analytics: the role of business partners in bridging data science and business-facing managers

Application details:

Reference number: SBEAR-19

Start date of studentship: 1st October 2019

Closing date of advert: 02/08/2019

Interview date: 4/09/2019

Supervisors:

Primary supervisor: Dr Anna Raffoni

Secondary supervisors: Dr Ian Herbert and Professor Chris Holland

Overview

Applications are invited for a fully funded three-year PhD research project in the area of Business Analytics for Organisational Decision-Making. This is a unique opportunity to participate in an interdisciplinary project that has the potential to generate high impacts for organisations, professional bodies and higher education.

Extracting value from increasingly complex and extensive data is widely recognized as an essential capability for organisations, but still a significant challenge for many. Employing a cross-disciplinary perspective, the project aims to improve the understanding of : 1) how data-driven decision-making devices, employing expert statistical and algorithmic processes (the blackbox) interface with human actors, namely business partners as decision framers; and 2) how outputs (management information) are made sense of and used by a range of decision makers.

The selected candidate will work with world-leading academics in the field of accounting and information management. Students from a broad range of disciplines, including accounting, information management and decision sciences, are welcome to apply.

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Full Project Detail:

This project investigates the role of the business partner in supporting executive decisions through leading-edge analysis of complex and extensive data sets.

The project will explore three main issues: (1) how business partners in case organisations frame real-world business situations for analysis; (2) the role of the business partner in providing a bridge between technical experts employed in the analytical processes and business-facing user groups; (3) how outputs generated by 'blackbox' analytics (technology and methods) are validated heuristically by managers against real-world phenomena.

The study will explore data analytical projects within case organisations settings through primary data sources (data inputs and information outputs), interviews and focus groups. The results will add to a

nascent body of literature about the role and nature of data analytics in organisational decision-making and will benefit a wide range of stakeholders, including professional bodies and higher education.

Find out more:

<http://www.lboro.ac.uk/departments/sbe/study/phd/>

Entry requirements:

UK Masters degree (with average programme mark of no less than 65%) or International equivalent. English Language requirement of IELTS band 7.0 or above with not less than 7.0 in each component.

Funding information:

The studentship provides a tax free stipend of £14,777 per annum for the duration of the studentship plus tuition fees at the UK/EU rate. International (non EU) students may apply however the total value of the studentship will be used towards the cost of the International tuition fee in the first instance.

Contact details:

Name: Dr Anna Raffoni

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How to apply:

All applications should be made online at <http://www.lboro.ac.uk/study/apply/research/>. Under programme name, select Business School

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