

**JOB DESCRIPTION**

**Job Title: CIME Research Associate**

**Service:** To provide research assisting roles and services to the Centre of Innovation, Management and Enterprise (CIME)

**Grade:** F

**Salary**  £22.60 per hour, £10,000 total

**Post Type:** Fixed Term 5 months **(2 positions)**

**Campus:** University Square Stratford

**Responsible to:** Professor Nazrul Islam; Professor Kirk Chang

**Liaison with:**  Professor Nazrul Islam; Professor Kirk Chang

**Never Not Moving Forward**

**Build your career, follow your passion, be inspired by our environment of success.**

**#BeTheChange**

The University of East London is one of the most diverse and vibrant universities in the global capital. Our pioneering and forward-thinking vision is making a positive and significant impact to the communities we serve, inspiring both our staff and students to reach their full potential.

Born in 1898 to serve the skills needs of the 2nd industrial revolution, the University of East London has commenced Year 3 of its transformational 10-year Vision 2028 strategic plan led by our Vice-Chancellor & President, Professor Amanda Broderick, to advance Industry 4.0 careers-1st education. We have a clear route-map to provide a springboard for the jobs and opportunities of the future; drive diversity in the 4.0 talent pipeline - working in partnership to promote talent wherever it is found; and to create an inclusive and sustainable, green future.

We are looking for forward-thinking, innovative, curious, high-energy, self-aware people who are passionate about making a positive difference and who will thrive in an inclusive and diverse University community who are never not moving forwards.

As one of the most socially inclusive and international Universities and comprising one of the most diverse staff populations in the UK (50% of our professoriate identify from black or minority ethnic backgrounds), we are hugely proud of our track record in reducing inequalities (ranked 1st in the UK & 2nd globally, Times Higher Education Global Impact Rankings, 2020) and our commitment to equality, diversity and inclusion is at the heart of Vision 2028.

We are building an environment of success where colleagues are supported to achieve, and our community can flourish and thrive. We are an accredited Investors in People Award Institution and have achieved the Investors in People Health and Wellbeing Award. With Athena Swan Awards and being one of a small number of Universities to have achieved the Race Equality Charter Award, we continue on our journey to address and reduce barriers to opportunity.

So, if you are looking to build your career in a dynamic, inclusive and performance-focused team and are inspired by our environment and drive for success, we want you to apply to join the University of East London. We are looking for inspirational individuals who have a passion to make a positive difference to people and planet, creating a more sustainable future for everyone.

**Job Purpose**

* To undertake the directed/supervised research tasks and activities on ‘The role of artificial intelligence (AI) on product development – Is it worth to invest on AI?’ As part of a research team and under the direction of Professor Nazrul Islam as Principal Investigator and Professor Kirk Chang as Co-Investigator.
* To consolidate work and records, produced by others within the research project.
* To contribute to the delivery of the project by providing related research and administrative support in relation to project deliverables.
* To deliver and support the research tasks and activities in the Centre of Innovation,Management and Enterprise (CIME).

**Project description**

**Research title:**

The role of artificial intelligence (AI) on product development – Is it worth to invest on AI?’

**Research Synopsis:**

The application of artificial intelligence (AI) in product development has enormous potential to lead improvements in efficiency and cost-effectiveness. Yet, there are also challenges associated with the implementation of AI, such as the quality of data computation, lack of expertise, ethical implications, as well as legal issues. Although the implementation of AI in product development has salient merits, its challenges and risks deserve closer attention. Hence, a new study in the area of AI-product development is required. Research findings will contribute to the AI-implementation literatures, advancing the knowledge of AI benefits and threats. Organisational leaders and managers will also benefit from the research in their AI-product development policies and managerial practices.

**Research Objective:**

Examine the relationship between AI implementation and product development outcomes, such as innovation, productivity, and profitability, and to determine whether it is worth investing in it.

**Research Question:**

How will artificial intelligence (AI) in product development lead to productivity and innovation outcomes for industries in the sector?

**Data sources and analysis:**

 Eurostat dataset – it contains a wide range of economic and statistical data for European countries, including information on employment, GDP, and productivity. The study will focus on the data related to product development and investment in AI in different European countries. Eurostat provides data at the EU and country level, and for different time periods such as annual or quarterly data.

The proposed research will focus on companies in the technology and manufacturing sectors, as these industries have been at the forefront of artificial intelligence implementation. The sample size will consist of at least 100 companies that have implemented artificial intelligence in their product development process, and a control group of 100 companies that have not implemented artificial intelligence in their product development process.

The proposed research will be conducted in two phases. In the first phase, the dataset will be collected and cleaned (preliminary analysis). In the second phase, the data will 4 / 5 be scrutinised using the statistical techniques (full analysis). The overall length of the research will take approximately 5-6 months to complete.

**Expected Research Outcomes:**

Research findings will first and foremost advance the knowledge of AI implementation and its impact on product development. Facilitators and inhibitors to the efficacy of AI implementation will also be unveiled.

Research findings will identify and explain key factors that influence the decision to invest in AI for product development, and how these factors may vary among different types of companies or industries.

The proposed research will provide valuable insights into how companies can effectively implement AI in their product development processes to achieve the best results. Overall, the research could provide valuable information for companies and individuals in the field of product development, as well as policymakers and researchers interested in the impact of AI on industry.

**Main Responsibilities**

* Undertake research as directed, including data collection and assistance with data analysis.
* Maintain accurate, complete, and timely data and records in accordance with the appropriate protocol(s).
* Consolidate work and records, produced by others within the project(s).
* Assist with dissemination of research findings.
* Contribute to the day-to day administrative management of the project.
* To support the Principal Investigator in liaising with colleagues from project partners as required.
* Prepare documentation, for example, Research Ethical Governance, and associated paperwork including consent, participant information sheets, etc.
* Contribute to the development of best practice guidelines and the design and delivery of education and/or professional practice activities in related subject areas.
* Contribute to grant applications, publications, and the dissemination of findings as appropriate.
* Attend and participate in team meetings and committees as appropriate.
* Undertake personal and professional development activities in line with agreed appraisal and development programme to enhance personal knowledge and contribution to relevant activities.

**Person Specification**

* Degree in Economics, Regional Studies, and/or MBA/MSc from a UK university.
* Understanding of and ability to apply appropriate research methodologies (quantitative) as appropriate.
* Understanding of relevant data analytical tools as appropriate and analytical skills.
* Able to work to deadlines.
* Excellent communication skills.
* Strong administrative skills.
* Effective team-working skills.

**EDUCATION QUALIFICATIONS AND ACHIEVEMENTS:**

## Essential criteria

* A first degree in relevant subject areas.
* Knowledge and experience of qualitative research designs and methods
* Understanding of and ability to apply necessary research methodologies as appropriate.
* Knowledge and experience of quantitative research methods including use of Stata, eViews, SPSS.
* Evidence of research skills

## Desirable criteria

* Evidence of research skills
* Relevant experience of research in development/macroeconomics

**SKILLS AND ABILITIES**

## Essential criteria

* Excellent interpersonal skills
* Ability to work well both as team member and on own initiative.
* Research and writing skills to a publishable standard.
* Highly motivated to work in subject area.
* Flexible, adaptable with strong team working skills.

## Desirable criteria

* Able to communicate well at all levels both internally and with external agencies.
* Able to identify research and enterprise activities relevant to research community.

**Applicants should submit**:

(a) a one page cover letter outlining how your experience is relevant to the proposed project and how you can contribute to the project.

(b) CV