



**NEMODE**  
New Economic Models in the Digital Economy

# NEMODE Network+ 3K Open Call

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**Call for research proposals**

**New Economic Models in the Digital Economy**

**Closing date: None**

**Reviewing dates: 1st February, 1st June, 1st September and 1st of December**

**Duration date: 3 months after awarding**

## Summary

Applicants are invited to apply for a small research funding from the RCUK Digital Economy Theme (DE) NEMODE network. Research proposals must address topics which are relevant to the digital economy (e.g. case studies on DE, new business models, digital marketplaces, value constellations, etc) and will last no longer than 3 months in duration.

## Background – Digital Economy

The Research Councils UK Digital Economy (DE) Theme is supporting research to rapidly realise the transformational impact of digital technologies on aspects of community life, cultural experiences, future society, and the economy.

To achieve this DE brings together a community of researchers (from diverse disciplines including social science, engineering, computer science, the arts and medical research) and users (people, business, government) to study, understand and find solutions to real problems.

The DE Theme has recently formed four 'challenge areas' and associated four networks: Communities and Culture; Sustainable Society; IT as a Utility; New Economic Models. This call focuses on the New Economic Models Network (NEMODE).

For more information please refer to the following websites:

NEMODE: <http://www.nemode.net/>

RCUK DE : <http://www.rcuk.ac.uk/research/xrcprogrammes/Digital/Pages/home.aspx>

## Background- DE New economic models Network +

NEMODE's research builds on existing research in business models, and has as the 'system in focus', the value constellation and the attendant economic models.

The business model considers such questions as how value is created and captured (Teece 2011). The economic model addresses issues around the structure, conduct and performance of firms in the market and considers new opportunities and new markets and the consideration of who does what and who gets what (Jacobides 2006).

NEMODE's research domain is multi-disciplinary; it includes for example, considerations of the latest technological developments through computer science, operations research and data analytics, marketing, social anthropology, behavioural psychology and operations management.

NEMODE will deliver among others: (1) A virtual centre of excellence for the field to inform the development of policy, (2) An increase in public awareness which would help stimulate new business opportunities, (3) The establishment of an internationally leading community of scholars and major whose research interest is in new economic models and their relationship to the digital economy.

### Themes for this call:

This open call is especially interested in the development of research concerning:

- Technical innovations relevant to the DE (e.g. Internet of things, Cloud Computing paradigm, Big Data)
- Societal changes in the DE
- The concept of value in the DE
- Value proposition platforms
- Value creating systems (e.g. partnerships, constellations, capabilities, competences) in the DE
- Intellectual Property issues in the DE.
- New Business Models in the DE
- Impact of DE in existing supply chains
- Impact of the DE in public sector (e.g. Open Data, transparency, government)
- Digital Marketing
- Privacy, consent, security and trust in the DE.
- Virtual property
- Crowd funding
- Digital technologies as enablers of servitized business models.
- Case studies for teaching purposes (e.g. Impact of DE in UK firms, strategic management)

Expected outputs can be of the form:

1. Case study with supporting literature review.
2. Literature review of a specific topic.
3. Others previously agreed (e.g. reports, teaching material).

In addition to these outputs we also expect some multimedia content related to the research which is of suitable quality to be publishable on the NEMODE website. The lead investigator will also be expected to present their findings at a NEMODE workshop.

### Funding available

The project will be funded for a maximum of 3 months with £3,000 available to fund the research proposal (Funded at 80% FEC according to Research Council funding regulations). Proposals should focus on exploring and developing research ideas based on the themes described above.

Proposals should also hold the potential to identify future key research challenges in the context of new economic models in the digital economy (NEMODE) and they are likely to inform both subsequent NEMODE calls and wider RCUK DE themes.

Resources that can be requested under this call, and subject to RCUK funding regulation at 80% FEC, include:

- Investigator and researcher time;
- Travel and subsistence appropriate to delivery of the project;
- Conference and publications costs (e.g. open access journals)
- Equipment

### Applying and Submitting

Applications should address the following questions:

- 1) Aims, Objectives and Scope of Work:** Outline the scope of the project, ensure you clearly outline the main aims and objectives and how these will be achieved in the timescales. Also outline how it meets the call objectives outlined above.
- 2) Expertise and Project Management:** Outline in a short paragraph the lead applicant relevant experience and qualifications.

The application should be a maximum of 2 pages.

Projects are limited to 3 **months** in duration

Please note that although applications may be submitted at any time they will be reviewed on the following dates: 1<sup>st</sup> February, 1<sup>st</sup> June, 1<sup>st</sup> September and 1<sup>st</sup> of December. Successful applicants should commence within 1 month of award.

Please state clearly at the top of the first page the following details: PI Surname, PI First Name, Institution, Project Title, Relevance to call theme and all relevant contact details from the PI.

Applications should be submitted by e-mail to [K.V.Alves@exeter.ac.uk](mailto:K.V.Alves@exeter.ac.uk)

## Assessment process for applications

The assessment of these proposals will be a two stage process outlined as follows:

**Stage 1:** Early stage assessment will be made by the NEMODE team to assess its fit to the call criteria. All proposals that don't address the call will be unsuccessful at this stage.

**Stage 2:** A Peer Review panel from the NEMODE academic community will assess proposals according to the criteria below. The proposals will be scored and ranked against each of these criteria. All candidates will be informed of the results.

## Assessment Criteria

**Aims, Objectives and Scope of Work:** The research identifies an appropriate theme and an approach to case study development, literature review etc that can be realistically delivered in the proposed timescales and budget.

**Quality and Innovation:** A strong clear proposal that is technically sound. In addition the proposal is clearly innovative and demonstrates new methods and ideas for addressing the research theme.

**Expertise and project management:** The lead candidate has relevant expertise and can demonstrate academic excellence in this research area.

**Does this address Digital Economy?:** The proposal has the potential to inform future research challenges for New Economic Models in the Digital Economy and addresses wider Digital Economy needs and objectives.

**Impact and National Importance:** The scope of work outlined has potential strong impact at a number of levels and demonstrates value to nationally important topics

## Engagement:

As a winning proposal, the team's involvement with the project is central to NEMODE priorities. It is expected that the winning team will have a NEMODE mentor and that they will engage with the core NEMODE team and meet regularly with their mentor. It is further expected that the winning team will also progress the work through future RCUK funding.

## Additional Grant Terms and Conditions:

Awards will be made under RCUK standard terms and conditions. Please note that this award is a contribution towards the incurred costs of a project activity from an existing RCUK award.

Please ensure that no commercial in confidence information is provided as part of your proposal.

## Key dates

This is an open call, therefore no deadline for applications exist. Submissions, however, shall be reviewed on the following specific dates: 1<sup>st</sup> February, 1<sup>st</sup> June, 1<sup>st</sup> September and 1<sup>st</sup> of December.

Please submit by email to [K.V.Alves@exeter.ac.uk](mailto:K.V.Alves@exeter.ac.uk)

## Eligibility

As this call is a targeted funding opportunity provided via RCUK funding, higher education institutions, and some research council institutes and independent research organisations are eligible to apply. A list of eligible organisations to apply to RCUK is provided at:

<http://www.rcuk.ac.uk/research/Pages/Eligibilityforrcs.aspx>

## Contacts

For further information on the NEMODE Network+

<http://www.nemode.net>

For further details or to discuss your proposal, please contact:

NEMODE Network+ [K.V.Alves@exeter.ac.uk](mailto:K.V.Alves@exeter.ac.uk)

## References

Jacobides MG, Billinger (2006). Designing the boundaries of the firm: From “Make, Buy, or Ally” to the dynamic benefits of vertical architecture. *Organization Science* 17: 249-261.

Teece, D. J. (2011). *Dynamic Capabilities And Strategic Management: Organizing For Innovation And Growth*, Oxford University Press, Oxford.

LRP (2010). *Business Models*. Long Range Planning Special Issue. April/May 2010.