

The University of Queensland - IIT Delhi Academy of Research Joint PhD Project

Project title	Platform Economies in India
Project code	UQIDAR 00102
Project description	<p>This project will investigate the expansion of digital commerce and emerging configurations of platform economies in the India. Our analysis will consider business models, technological affordances, social impact, policy conditions, and the underlying economics of Indian media platforms operating in four domains: 1) Transport, 2) Retail eCommerce 3) Audiovisual digital Content and 4) Financial Transactions. Case studies will be conducted on a business operating in each of these sectors, with doctoral student(s) appointed to focus on one of these four domains in their programme of study, supported by supervisors who will each conduct research across two domains. Our collective aim will be a fuller understanding of the social and economic potentials of platform models in India, with a set of recommendations to be made to government, at municipal, state and central levels and to industry. We aim to furnish close relationships with businesses operating in the digital domain in India, and especially with those whose operations are transnational and encompass Australia (such as OLA and PayTM).</p> <p>Our methodological approach will be both qualitative (including interviews, surveys, business process and policy analysis) and quantitative (including geometric, econometric and user behaviour data). The programme will run from 2019-23, with data collection in the first two years, case and comparative analysis in thesis reports in the third year and delivery of reports and recommendations in the fourth year. i-students will consolidate research designs and collect local data (Year1) ; conduct data analysis and/or fieldwork in Australia (Year 2). Final data collection, analysis and thesis preparation (year 3). The research team will return value to contributing businesses through research reports, as well as policy recommendations to the Government of India and academic publication involving both supervisors and candidates (Year4).</p>
Project outcomes	<p>This project will:</p> <ul style="list-style-type: none"> •Inculcate linkages to Industry Partners in India •Support Policy Recommendations to Ministries and Regulatory Bodies in India •Provide the Foundation for a Joint UQ-IIT-D bid for ARC Discovery Funding in 2020 •Lead to for Further Research Funding Bids in Australia and India •Develop New Knowledge Disseminated through Publication in International Journals
Advisory team	<p>UQ Principal Supervisor Associate Professor Adrian Athique Communication and Arts a.athique@uq.edu.au https://researchers.uq.edu.au/researcher/13752</p> <p>IITD Principal Supervisor Professor Vigneswara Ilavarasan Management Studies vignes@iitd.ac.in http://web.iitd.ac.in/~vignes/</p> <p>Additional Supervisor(s) Associate Professor Pradip Thomas</p>

<p>Type of student Discipline background of student</p>	<p>http://www.som.iitb.ac.in/?p=983</p> <p>Professor Shishir K. Jha http://www.som.iitb.ac.in/?p=983</p> <p>Applications are open to: I or q students who meet eligibility criteria.</p> <p>Ideally, this project requires students with a background in:</p> <p>Media and Communications, Media and Cultural Studies, Business and Commerce, Sociology, Management Studies</p>
<p>Ideal candidate</p>	<p>Essential Capabilities: Research Methods Training in Humanities and Social Sciences High Level Writing Skills in English and an Indian Language.</p> <p>Desirable Capabilities: Interview and Social Research Skills Business Process Analysis Industry Experience in the Digital Sector Data Analysis and Visualisation Econometric Analysis.</p> <p>Expected qualifications (Courses/Degrees etc.): A combination of Bachelors and Masters Qualifications in the following subjects: Management Commerce Sociology Communication and Cultural Studies Information Technology & Systems.</p>
<p>Application process</p>	<p>Apply online by the due date: https://www.uqidar.org/students/how-to-apply/</p>