

**PhD SCHOLARSHIP APPLICATION FORM 2016**

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ORGANISATION Business Division Business Area	<b>TECNALIA RESEARCH &amp; INNOVATION</b> INNOVATION STRATEGIES STRATEGY & TECHNOLOGY
Scholarship location Province/Building	GIPUZKOA/Parque Científico y Tecnológico de Gipuzkoa - Mikeletegi Pasalekua, 2-Donostia-San Sebastian
Tutors	Manuel Olariaga Iván Portas Arrondo

**SCHOLARSHIP DESCRIPTION**

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**Title: Smart Design Incidence on the Success of Technology Transfer to Industrial SMEs**

**Brief Description of Scholarship:**

The main objective is to improve effectiveness and efficiency in technology transfer from R&D centres to SMEs. Some factors affecting the transfer process are related to the nature of stakeholders, as well as different specific context depending factors. One of the most relevant success factors is the ability to develop a certain technology to the required readiness level, and take those steps with business sense enough to generate a marketable solution with real economic impact. This is a complex scenario of critical importance, regardless of how good the technological foundations may be, or how big the opportunity is in terms of addressable market size; having made the correct assumptions in relation to user experience has a high impact on the end product/service success or failure. We aim to develop mechanisms, processes and methodologies to measure, through experimentation and different on-going experiences, the successful improvement of such a transfer which may be due to smart design, as a main support for the work to be undertaken along with technology and strategy aspects.

**Scholarship description:**

The research line focuses on addressing one of the main innovation ecosystem's challenges, which is improving the success ratio in technology transfer from research centres to companies. The main aims are as follows:

- Measure the impact of smart design and other factors in the success of technology transfer to companies.

- Build mechanisms, processes and methodologies to improve effectiveness and efficiency in technology transfer from R&D&I centres to companies.

To do so, the PhD student will take part in projects addressing specific technology transfer to companies. Moreover, the PhD student will experiment with different approaches related to smart design and measure impact on transfer success.

**Requirements:**

The PhD candidate shall meet the following requirements:

- Qualification and Speciality: Industrial Engineering in organisation, industrial design or similar
- Languages: Advanced level of English
- IT skills: -
- The following will be a plus:
  - Masters or Postgraduate studies in Industrial Design, MBA or similar.
  - Availability to travel.
  - Specific knowledge of technology transfer, eco-design, sustainable design and/or advanced materials.
  - Experience in energy and/or industry sectors.