TU RISE PhD Scholarship

Project Title: *Exploring the optimisation of Ireland's response rate to the challenges and opportunities afforded to industry and enterprise by GenAI*

Hosted in: The Department of Organisation & Professional Development, School of Business, Faculty of Business and Humanities, MTU

About the Project:

We invite applications for a fully funded 4-year PhD project as a full-time programme of study. This PhD entitled: *Exploring the optimisation of Ireland's response rate to the challenges and opportunities afforded to industry and enterprise by GenAI -* is funded by MTU, supported by TU RISE funding.

<u>The context of the project is as follows:</u>

The past year has witnessed impactful disruptive technology built on Artificial Intelligence where Generative AI (GenAI) tools and (large language models) LLMs, for example, ChatGPT, have advanced rapidly. With numerous free and easily accessible platforms, many people are unaware of the considerable implications and risks to enterprise and industry, if unprepared. It can be acknowledged that AI is a factor that will be part of our future; however, how will AI and GenAI impact on industry, the job market and future creative abilities in industry?

This research seeks to explore ways to nurture and support innovative enterprises, elevate the global competitiveness of Irish based companies, expand export opportunities and, ultimately, lead to increased revenues and employment across key industry sectors. The strategies identified by this new research support the 5 strategic objectives of MTU's strategic plan and will contribute to a new and improved 'best practice' and competitiveness that will align with Irish Industry projections and the Government of Ireland's call that Ireland needs to be responsibly prepared for AI with an ambition to have 75% of Irish businesses using AI by 2030.

As part of this work, it will be necessary to work closely through a collaborative co-creation process with identified industries who are interested in 'opting in' and realising their best opportunities and capabilities through the responsible use and understanding of GenAI. During your study, you will carry out the research with agreed industry partners under the supervision of the experienced and multi-disciplinary research team for this project.

Delivering innovation and knowledge transfer will be achieved by this project through enhanced R&I support and training infrastructure, where the tangible outputs from the project will be relevant and timely. These will then be underpinned by robust governance as we move ahead. This answers a direct call that upskilling and access to AI technology will be critical for businesses (RELX, 2024) for sustainability, future innovation, industry engagement and relevant and considered knowledge transfer. MTU has an established track record of engaging with industry partners, being involved in research projects with over "130 companies and completing over 410 undergraduate projects with industrial partners annually" (Knowledge Transfer Ireland).

Requirements: Applicants must have achieved at least a second-class higher level (2H1) classification or equivalent in an appropriate discipline area relevant to the research field from a recognised degree awarding body OR possess a Master's Degree in an appropriate discipline area relevant to the research field from a recognised degree awarding body. The successful candidate

should be self-motivated with enthusiasm to develop technical skills relevant to the PhD subject context and research approach.

For applicants whose first language is not English, the English language requirements accepted by MTU for entry into postgraduate studies are:

- IELTS Academic 6.5 (No less than a 6.0 in any one band)
- PTE Academic 51 (Minimum 45 in each component)
- TOEFL IBT 80 min (score of 18 in each component)
- Duolingo score Min of 100

Please refer to: https://www.mtu.ie/international/eu-applicants/

General terms and conditions of this PhD scholarship award:
Start date & location: This PhD starts no later than **1st Jan 2025.** The student will be based primarily at MTU Cork Campus. The student will be registered at MTU, working under the supervision of Dr Angela Wright, in association with Dr. Breda O'Dwyer. The PhD Scholar is required to spend **at least 12 weeks on placement with an enterprise partner** within the four-year term of their doctoral programme. The project supervisor/PI (in conjunction with the PhD scholar) is responsible for arranging the student placement with a suitable enterprise partner.

Funding: The scholarship funding is tax free and includes payment of University PhD fees (EU or non-EU) and a student stipend at a flat rate of €25,000 per annum which is tenable for 4 years.

To Apply: Please send a **single PDF file** consisting of the following to: angela.wright@mtu.ie - with **'TU RISE PhD Application'** in the subject heading:

1. Resume/Curriculum Vitae (CV), including:
   - Education History
   - Relevant skills
   - Research projects/publications

2. A cover letter (2-pages max) including a description of the applicant's research interests, reasons for applying for the position. The Cover letter must clearly indicate how the applicant's profile and skills fit the requirements of this PhD position.
3. Scanned copies of relevant academic transcripts and English language certificates.
4. A minimum of two recommendation letters and/or contact information for referees.

Further information or queries please e-mail: Dr Angela Wright at angela.wright@mtu.ie

Closing date for applications: 31st October 2024

Interviews (on-line) anticipated to be held early/mid November 2024

PhD commencement date latest by 1st January 2025.