Background to the research project

Westminster Business School will be funding a three-year PhD studentship to investigate how the processes of strategic decision-making and associated ICT strategy formulation in the creative industries can be effectively assisted and improved by Web-based context-sensitive hybrid intelligent systems and approaches. The main objectives of the project will be to: (1) analyse and identify the characteristics and nature of strategy development in the global creative industries; (2) design and create a Web-based context-sensitive hybrid intelligent system and associated approaches in support of strategic decision-making; (3) establish and justify a novel conceptual, theoretical and practical framework for using and applying the new hybrid system and approaches in the creative industries. The exact area of study will be further developed in collaboration with the successful applicant.

To accomplish the above-mentioned objectives, appropriate research methods such as questionnaire survey, in-depth face-to-face interviews, case studies, triangulation of them, and relevant software development and hybrid system creation approaches, will be employed.

The successful candidate will need to have the ability to undertake an evaluation of the strategic issues faced by managers in the various creative industries. This is likely to require interviewing and surveying senior personnel in these industries. The successful candidate will have a good understanding of contemporary business and management issues and particularly the developments in the creative industries strategic environment, with a background in business computing, business information systems development, and/or computer science. Detailed knowledge and skills of Internet programming, HTML, PHP, MySQL, server-side system implementation, and artificial intelligence techniques and technologies would be an advantage.

List of recent publications by supervisors, relevant to the project:


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For details of how to apply, visit:

westminster.ac.uk/research/research-studentships/applications-guidance