



**London
South Bank
University**

EST 1892

PhD Title:

Loyalty Acceptance Model: A Big Data Analytical Perspective

Introduction

“Loyalty is a relationship, not a scheme”. Insight into customer behaviours, multi-channel marketing strategies, learning from marketing successes & failures and data-driven routes to market are new paradigms to better understand business & customer engagement modelling.

Often, it is not the amount of data that a company collects that matters - it's what organisations do with the data that counts. Big/smart data can be analysed with state of the art tools that lead to better informed strategic business decisions.

This project between Brandmovers, Brandmovers Institute of Digital and Creative Economy and BDRIG (Big Data & Informatics Research Group) at LSBU will consider ways to collect, analyse and predict data across ‘path to loyalty’ and ‘path to innovation’ paradigms.

The Research

This doctoral research post will consider how to:

1. Develop database reconstruction. This first learning phase is to develop a suitable central database that will allow Brandmovers to inform clients on trends/activities and involves analytics & information & knowledge visualisation to help better decision making
2. Design models to quantify the motivation constructs of customers.
3. Engage clients with valuable information influenced by the analytic & visual tools. These learnings will also directly influence how current programs are operated.
4. Identify and learn what information is valuable and how to collect/utilize it in the future, our current programs will pivot and change direction alongside new learnings.
5. Help inform Brandmovers’ unique ‘Path to Loyalty’ method, as we learn to level up simple sweepstakes into long-standing loyalty platforms.

The objectives of the research are:

- To critically evaluate the loyalty acceptance model
- To work with companies, theorists, developers and technologists on model design, testing and implementation

- To optimise chain-process activities driven from the data

Potential questions include:

- What are the contributing factors to a given loyalty scheme?
- What factors are needed in the Loyalty process to optimise the engagement of businesses with the client within the chain of Commercial Industrial Market – Distributor – End-User?
- Design models to predict from current data & provide simulation tool.

Keywords:

Loyalty, Metrics of Loyalty, Loyalty Models, Loyalty Acceptance Models, Big Data Analytics

Funding Eligibility

This is a three-year, EU/UK only funded, full-time PhD scholarship.

The Collaborating Partners:

Big Data & Informatics Research Group

BDIRG, The Big Data Informatics Research Group, is a research group within the Division of Computer Science & Informatics at the School of Engineering. BDIRG has number of related projects on technology and innovation. The BDRIG Researchers involved have several related research grants and previous/current PhD supervision experience.

Brandmovers

Brandmovers Institute of Digital and Creative Economy is a focus for innovation and applied research, which addresses real world business problems. The candidate will be aligned with the Brandmovers Institute and with Brandmovers Professor of Digital Strategy.

Person Specification:

The selected candidate will undertake a three-year research project to research & design a data-driven loyalty model that will give a predictable return.

Essential

- A degree in a related area, with good knowledge of Big Data
- A Masters Degree in a relevant Data Science or with equivalent knowledge derived through professional experience
- Demonstrable understanding and awareness of commercial & application development

- Strong interpersonal, communication and analytical skills
- Proven organisational and project management skills
- Software skills desirable:
 - Knowledge of data mining algorithms
 - Knowledge of databases and SQL
 - Knowledge of Python or R programming skills
 - The PHP Framework, Laravel 5.1 and Git
- Ability to work with collaborators

Desirable

- Knowledge and understanding of Data Science
- Academic study skills and familiarity with relevant theories
- A background knowledge of Databases & computer Programming
- Experience of working across Data Science
- Experience of cross disciplinary project or application

To apply:

Please contact Ebad Banissi on banisse@lsbu.ac.uk if you have any questions

To apply, please visit the UCAS website: <https://www.ucas.com/postgraduate/how-apply-through-ucas/how-apply-postgraduate-courses>

and select LSBU (you may see code L75), then PhD “Computing science and informatics” (you may see code P052657) selecting the 36 month, full time option.

Please quote reference PGR019 along with the title of the PhD and your research proposal.

A shortlist of candidates will be invited for interview and the successful applicant selected for an award.

Closing Date: Friday 20 July 2018