

<b>School/Department:</b>	Erasmus School of History, Culture and Communication (ESHCC) Arts & Culture Studies department
<b>Project Title:</b>	<b>Value co-creation in circular design processes</b>
<b>Abstract:</b>	<p>Values such as circularity, local production and the use of more environmental-friendly materials have started to reshape various domestic industries. Increasingly more companies and entrepreneurs “go circular”, and appear capable of developing sustainable business models to do so [1]. Less is known about the nature and the challenges of the underlying processes, and the altering roles of all parties involved. In the present project, the PhD-candidate will investigate how circularity affects the processes of value co-creation and appropriation in the Creative Industries, and reformulates the roles of the diverse partners, with a focus on the designer as an entrepreneur [2].</p> <p>The circular challenge entails particular learning processes and entrepreneurship, in relation to technology, design, and joint value creation in new markets and industries. Driven by the need for collaboration, designers and other stakeholders specialize increasingly more, and/or take up new roles and responsibilities beyond their traditional domains of expertise. This trend creates opportunities in terms of value creation and appropriation, as well as threats, for all parties involved. In order to gain a deeper understanding of the value processes, the business models - or ways in which designers/entrepreneurs create, deliver and capture different forms of value - need to be identified. While business models are crucial in value processes because they relate value creation to economic transactions, circular business models challenge the traditional models in many ways, because of their distinct orientation onto value creation: circular values reside in social, environmental and creative concerns rather than in gains by strategically marketing a product and creating a competitive advantage and profits [3]. Hence, circular business models seek to either slowing or closing the loop, by processes such as extending product or resource value, and industrial symbiosis [1].</p> <p>Design-based circular innovations are frequently learning processes by inter-disciplinary teams that face several, intertwined challenges, such as technological challenges that entail overcoming a knowledge gap and numerous decisions on trade-offs and affordable losses, and questions about how to achieve sustainable consumption and circular</p>

	<p>product-service systems [4, 5, 6]. The aim of the present research is to extend insight in circular design processes, and particularly in the value creation and appropriation by multi-disciplinary (ad hoc) teams, with a focus on the new roles that designers/entrepreneurs play in such collaborative learning processes. By means of a comparative case study of an inductive, qualitative nature, the candidate will investigate those processes in the Creative Industries in Netherlands and China, and structurally map value creation and appropriation processes in circular design and production processes, the activities, motivations, roles and positions that underlie those processes, and the expertise and competences applied and needed. The study will rely on ethnography, interviews, thematic analysis and qualitative comparative analysis (QCA) techniques, and scope upon industrial, furniture, textile and clothing, and bio-based material design.</p> <p>In the Netherlands, a close collaboration with supportive partners as TuDelft, het Nieuwe Instituut, CIRCO and Blue City is foreseen.</p> <p>[1] Bocken, N., Pauw, I., Bakker, C., &amp; Grinten, B. (2016). Product design and business model strategies for a circular economy. <i>Journal of Industrial and Production Engineering</i>, 33(5), 308-320.</p> <p>[2] Bos-de Vos, M., Lieftink, B. &amp; Lauche, K. (2019). How to claim what is mine: Negotiating professional roles in inter-organizational projects. <i>Journal of Professions and Organization</i> (6)2, 128-155</p> <p>[3] Geissdoerfer, M., Morioka, S. N., Carvalho, M. M., &amp; Evans, S. (2018). Business models and supply chains for the circular economy. <i>Journal of Cleaner Production</i>, 190, 712-721.</p> <p>[4] Lommerse, I., &amp; Loots, E. (2019). In search for circular business models for eco-innovation: challenges based on the Tomato Textile project in the Netherlands. (Book chapter under review)</p> <p>[5] Sarasvathy, S. (2001). Causation and effectuation: Toward a theoretical shift from economic inevitability to entrepreneurial contingency. <i>Academy of Management Review</i>, 26(2), 243-263.</p> <p>[6] Tukker, A. (2004). Eight types of product-service system: Eight ways to sustainability? Experiences from SusProNet. <i>Business Strategy and the Environment</i>, 13(4), 246-260.</p>
<p><b>Requirements of candidate:</b></p>	<p>Background: The candidate should have an academic background in either business or entrepreneurship studies, arts and culture studies, or (industrial) design studies. An understanding of the sustainability challenges facing business and/or design is a plus; otherwise a willingness to get acquainted with them is required. The candidate needs to have affinity with qualitative research methods, and</p>

	<p>excellent communication skills for both writing and speaking in English, as well as the willingness to collaborate with the various parties related to this project. Candidates are expected to be in the top segment of their class with respect to their grades and must show interest in an academic career, including research and some teaching/supervision activities.</p> <p>Master's degree: Yes</p> <p>EUR requirement:          IELTS: 7.0 (min. 6.0 for all subs.) or          Or, TOEFL: 100 (min. 20 for all subs.)</p>
<b>Supervisor information:</b>	<p>Applicant: Dr. Ellen Loots  <a href="mailto:loots@eshcc.eur.nl">loots@eshcc.eur.nl</a>  <a href="https://www.eur.nl/people/e-m-m-p-loots">https://www.eur.nl/people/e-m-m-p-loots</a></p> <p>Under the supervision of: prof. Dr. F. Vermeulen  <a href="mailto:vermeulen@eshcc.eur.nl">vermeulen@eshcc.eur.nl</a>  <a href="https://www.eur.nl/people/filip-vermeulen">https://www.eur.nl/people/filip-vermeulen</a></p> <p>A selection of recent publications:</p> <p>I. Lommerse &amp; E. Loots (2019). In search for circular business models for eco-innovation: challenges based on the Tomato Textile project in the Netherlands. In: V. Ratten, M. Ramirez-Pasillas, &amp; H. Lundberg (eds.). <i>Managing Sustainable Innovation</i> (book series) (in press)</p> <p>B. Cnossen, E. Loots &amp; A. van Witteloostuijn (2019). Individual motivation among entrepreneurs in the creative and cultural industries. A self-determination perspective. <i>Creativity and Innovation Management</i>, 1-14. doi: 10.1111/caim.12315</p> <p>M. Cuérel, E. Loots, &amp; M. Lavanga (2019). Not <i>from</i> but <i>in</i> the same organization: Cooperation, collaboration and competition in creative coworking spaces (under review).</p> <p>J. Vickery, M. Lavanga &amp; E. Loots (2019). Creative Economy, Cultural Economics and Entrepreneurship – questions for a masters' program in its adolescence. <i>Arts and Humanities in Higher Education</i>, 18 (2-3), 269-278. doi: 10.1177/1474022219831613</p> <p>E. Loots. (2019). Strings Attached to Arts Funding: Panel Assessments of Theater Organizations through the Lens of Agency Theory. <i>The Journal of Arts Management, Law, and Society</i>, 49(4), 274-290.</p>

	<p>L. Schediwy, E. Loots &amp; P. Bhansing (2019). With their feet on the ground: a quantitative study of music students' attitudes towards entrepreneurship education. <i>Journal of Education and Work</i>, 31 (7-8), 611-627. doi: 10.1080/13639080.2018.1562160</p> <p>W. Coreynen, J. Vanderstraeten, A. van Witteloostuijn, N. Cannaeerts, E. Loots, &amp; H. Slabbinck (2019). What drives servitization? An abductive study of decision-makers' motives and firms' value strategies. (under review)</p> <p>F. Vermeylen (2018). Towards new forms of creative entrepreneurship. The example of Blue City Lab. In <i>RASL compositions. Imagining alternative futures</i> (pp. 124-132). Rotterdam: Rotterdam Arts &amp; Sciences Lab</p> <p>E. Loots, B. Cnossen &amp; A. van Witteloostuijn (2018). Compete or Cooperate in the Creative Industries? A quasi-experimental study with Dutch cultural and creative entrepreneurs. <i>International Journal of Arts Management</i>, 20 (2), 20-31.</p> <p>E. Loots &amp; A. van Witteloostuijn (2018). The growth puzzle in the creative industries. Or why creatives and their industries are a special case. <i>La Revue de l'Entrepreneuriat</i>, 17 (1), 39-58. doi: 10.3917/entre.171.0039</p> <p>L. Schediwy, P.V. Bhansing &amp; E. Loots (2018). Young musicians' career identities: do bohemian and entrepreneurial career identities compete or cohere? <i>Creative Industries Journal</i>, 11 (2), 174-196. doi: 10.1080/17510694.2018.1489197</p> <p>E. Loots (2017). Authors' rights in the creative economy. Perpetually a work in progress. <i>FORUM+</i>, 4-13.</p> <p>F. van Hest &amp; F. Vermeylen (2015). Has the art market become truly global? Evidence from China and India. In W. Been, P. Arora &amp; M. Hildebrandt (Eds.), <i>Crossroads in New Media, Identity and Law</i> (pp. 177-196). New York: Palgrave Macmillan</p> <p>F. Vermeylen &amp; A. Shaban (2015). Trade in the creative sector. Comparing India with China, Brazil and UK. <i>Economic and Political Weekly</i>, 1(20), 68-75.</p> <p>F. Vermeylen (2015). The India Art Fair and the market for visual arts in the Global South. In O. Velthuis &amp; S. Baia Curioni (Eds.), <i>Canvases and Careers in a Cosmopolitan Culture. On the Globalization of Contemporary Art Markets</i> (pp. 31-54). Oxford: Oxford University Press</p> <p>E. Loots (2015). The Income Standard for the Performing and Visual Arts in the Netherlands. A Simple Indicator of Financial Performance or a Transition to Another Mode of Supporting Non-profit Organizations? <i>Zeitschrift für Kulturmanagement</i>, 1 (1), 53-74. doi: 10.14361/zkmm-2015-0105</p> <p>E. Loots (2015). Performance evaluations in the arts: evidence from the Netherlands and Flanders (dissertation). Antwerp: Antwerp University</p>
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Erasmus University Rotterdam, the Netherlands  
CSC PhD 2020 Project Description  
Application to [euccchinaoffice@eur.nl](mailto:euccchinaoffice@eur.nl)



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