# Digitally Enhanced Advanced Services (DEAS) Network Plus Literature Review Call

**Literature Review Call for proposals for DEAS Network Plus 2021**

**Closing date for applications: 12th February 2021**

#### Key dates

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| Item | Deadline |
| Issue date | 26th January 2021 |
| Closing date | 12th February 2021 |
| Notification to applicants | 19th February 2021 |
| Projects started by | March 2021 |
| Projects completed | June 2021 |

#### The Network

The Digitally Enhanced Advanced Services (DEAS) Network Plus focuses on how products or services are used rather than how they are produced. Increasingly, people and organisations are moving from buying conventional products and services, and instead are seeking to buy the ‘outcomes’ that these enable (e.g., rather than ‘buying an engine’ customers want to buy ‘thrust’, rather than ‘buying a car’ they want ‘mobility’, rather than ‘buying insurance’ they want ‘reassurance’).

In this way the world of ‘selling things’ is giving way to the experience of ‘outcomes’, and this is paving the way for new and innovative business models that exploit digital innovations to create Digitally Enhanced Advanced Services. DEAS represent a major change in how firms earn money (e.g.: payment-per-use, availability or outcome) and is an area where the UK has the potential to excel.

Our aim is to create a community of researchers and practitioners working collectively across various disciplines (computer science, engineering and business) and sectors (manufacturing, transport and finance services) to co-create a comprehensive research agenda that accelerates the development of DEAS. The activities of the network will be guided by the principal research question of *how can transformative digital technologies accelerate the innovation, introduction and adoption of DEAS.*

This call focuses on the financial services sector. The call is of interest to researchers in Finance and Accounting, Business, Computer Science, Data Science, Engineering and Change Management.

#### The Projects

The DEAS network+ is inviting proposals for exploratory scanning studies that should focus on examples of changes in business models through use of new digital technologies in insurance and the financing of service contracts. Example topics could be how insurance or finance providers might adopt servitization, or how the OEM/operator could be financed (asset financed). Exploratory studies should include an in-depth literature review in the chosen area but might also consider cases of current practice, surveys of multiple businesses, or analyses and syntheses of economic data.

Individual projects can request up to £10,000 total budget (total budget up to £10,000 FEC with 80% funded by the grant). Projects should be completed by June 2021 and start as soon as practical. Each project should result in an interim report in March, a detailed final report (template will be provided) and an academic paper.

#### Notes

## The following notes are applicable to all projects.

* Projects must be completed by June 2021.
* Projects that involve more than one institution or academic department are encouraged but this is not a requirement.
* Submissions led by Early Career Researchers are encouraged.

# All costings should be confirmed with your university finance team.

* We will notify applicants by 12th February 2021. Subsequently, successful applicants will be contacted to ensure their university is set up as a supplier to the University of Exeter.
* Applications must be made through the DEAS+ application form, minimum font size 11 Arial. They must be accompanied by a Gantt chart project plan.
* Applicants must be eligible for EPSRC funding. A list of eligible organisations to apply to EPSRC is provided at: https://[www.ukri.org/funding/how-to-apply/eligibility/](http://www.ukri.org/funding/how-to-apply/eligibility/). As this call is a targeted funding opportunity provided via EPSRC funding, higher education institutions, and some research council institutes and independent research organisations are eligible to apply. For funding rules, guidelines and guidance on the type of support that may be sought please see: https://epsrc.ukri.org/funding/applicationprocess/fundingguide/.
* We do agree GDPR compliant policies and Data Processing Agreements between the applying institution and the University of Exeter. If these cannot be agreed within a certain timeframe, we reserve the right to abandon the contract process and select another application.

#### Assessment

Proposals will be assessed in according to the assessment criteria that are set out below. Decisions will be made by the DEAS Network Plus Leadership Team. Marks will be allocated to proposals based on the degree to which they meet each of the criteria. Each application will receive 2-3 reviews. Unsuccessful applicants may request feedback if they wish.

#### Assessment Criteria

* Suitability for the call: Does the project clearly address the call? Will it include a detailed literature review? Does the project have the potential to inform the research challenges for the DEAS Network? (essential). How will the project advance the adoption of DEAS and therefore benefit the DEAS Network?
* Standard EPSRC assessment criteria will also be applied: quality; importance; impact and the applicant’s ability to deliver the proposed project within budget and in time.
* Suitable evidence of a planning and management process for the duration of the project.
* Does the investigatory team include the necessary expertise to successfully complete the project?

#### The Management of Successful Projects

*The DEAS Network Plus Project Officer* will be the point of liaison for the successful projects. Each project will be required to keep the investigator team informed of progress, via regular reports, and take part in network activities as appropriate to the project. Each project will be expected to present their project outputs at a virtual DEAS Network event (dates to be confirmed). Projects will need to submit a final report on the activities and outcomes of the projects (a template will be provided), along with their invoice within a month of the end of the project.

Regarding intellectual assets created as part of the funded projects, we will follow the EPSRC guidelines: https://epsrc.ukri.org/funding/applicationprocess/basics/ip/. It is expected that the outputs of any project will be shared with the DEAS Network Plus investigators team for inclusion in the project web site and other promotional materials to inform the Network as a whole and wider public in an appropriate and timely manner in such a way as to achieve some of the main aims of the funding, that is growing the Network and its associated research base.

The funding will be awarded via a sub-contract with the University of Exeter, which will specify the agreed terms and allow for any issues with respect to background IP to be highlighted.

## Contact

For further information on the DEAS Network Plus [https://www.deas.ac.uk.](https://www.deas.ac.uk/) Please contact Fran Lumbers ([F.Lumbers@exeter.ac.uk](mailto:F.Lumbers@exeter.ac.uk)) with any queries.