**About the Project**

We invite expressions of interest from applicants with a first or upper second-class honours degree in business or related discipline for a full-time, 4-year PhD scholarship in addressing the human side of implementing digital technologies (particularly artificial intelligence), within a manufacturing environment. This PhD project will be supervised by Assoc. Prof. Orla Byrne (orla.byrne@ucd.ie). The PhD Project is jointly funded by I-FORM, the Research Ireland Centre for Advanced Manufacturing and Digital Manufacturing Ireland (DMI),

<https://www.i-form.ie>, https://www.dmireland.org

The successful candidate will spend time at the Smurfit School of Business at University College Dublin, along with DMI’s facility in Limerick.

**PhD Overview:** Manufacturing companies in Ireland are undergoing a digital transformation, implementing new digital technologies to improve all aspects of the manufacturing process. Adopting AI for example, has great potential to boost efficiency and socio-ecological sustainability. AI could significantly improve labour efficiency by removing repetitive tasks, facilitating automating monotonous and, in some cases, dangerous work tasks, thereby enhancing worker well-being and workplace conditions.

The introduction of new digital technologies, however, will require a degree of task reorganisation and upskilling of employees, which may exacerbate social inequalities among workers and alienate employees. Furthermore, cultural barriers and fear could mean a reluctance to embrace new skills, and an aversion to risk-taking.

High quality empirical research is needed to understand how to protect and promote employee wellbeing in the Irish context and beyond, while simultaneously retaining a competitive edge. This area of research is known as human-centric manufacturing and involves fully engaging humans in decision making and operations while leveraging advanced digital technologies.

The successful applicant will work within a small team focused on human-centric manufacturing, to publish excellent research, and identify best practices for the adoption of artificial intelligence (AI) within Irish manufacturing. The longer-term objective will be to help inform critical Government policy decisions in this area.

**Living allowance (Stipend):**€28,000 per annum, [scholarship award]

**University fees:**Covered by the scholarship in addition to stipend

**Closing date for applications:**16th January, 2025

Please submit your Expression of Interest with a CV by email to [**info@i-form.ie**](javascript:void(0))