

## **The Professor Sir Richard Trainor PhD Scholarships 2017-18**

### **Project Title: Internationalization of Brazilian Small Companies**

King's is now inviting applications for one of the Professor Sir Richard Trainor PhD Scholarships in the King's Brazil Institute. The scholarship will commence from October 2017 onwards and is open to new incoming PhD students only.

#### **Project Description:**

Survival in a competitive and dynamic market is a challenge to any size organization. The world economy along the years has been going through a deep transformation. Going abroad represents an opportunity for companies to reach new customers, but they also must face challenges like different political and economic scenarios, new players, laws and regulations. The internationalization process of companies was originated in developed countries, however a significant change has observed in the past three decades when emerging economies have become progressively attractive to business and there has been a significant increase in the number of small companies, including Brazil which started to go abroad. The small business tends to be engines of job creation, since they represent the core of innovation and entrepreneurship. On the other hand, small business suffers constantly with changes occurring in the international and internal market, influencing directly their competitiveness and survival. The great difficulty in adapting to a fast growing market, the lack of knowledge of entrepreneur, among other things, are factors that can be decisive for the failure of the business.

#### **Supervisors:**

Lead Supervisor: Dr Jeff Garmany

Second Supervisors: Dr. Sónia Gonçalves

**Application documentation:** applicants must complete and submit:

- a CV
- personal statement explaining why they would be suitable
- a writing sample that helps to demonstrate the applicant's knowledge/qualifications to undertake this PhD

to [graduateschool@kcl.ac.uk](mailto:graduateschool@kcl.ac.uk) by 11:59pm (UK BST) on 7 May 2017. The subject line of the email should read 'RT Scholarship 1718 – [*include the relevant project title*]

**All documents should be submitted as a single pdf.**

Two academic references **must** be received by the deadline for the application to be eligible. Candidates are responsible for instructing referees to submit their references to [graduateschool@kcl.ac.uk](mailto:graduateschool@kcl.ac.uk) using the subject line 'RT Scholarship 1718 – [*name of applicant*]'.

**Selection:** Please note that as part of selection, only the top candidates will be invited for interview.

**Funding Details:** The scholarship will provide an annual payment of £15,000 which can be used to cover tuition fees and/or living costs.

**Length of Award:** 3 years (PhD)

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