

Ali Bigdeli

Associate Professor (Reader) in Industrial Service Innovation at Aston University

Birmingham, , GB

Dr Bigdeli is an expert in servitization and advanced services in manufacturing.

Biography

Dr Ziaee Bigdeli is a Reader (Associate Professor) in Industrial Service Innovation at the Advanced Services Group, the centre of excellence in research and practice on servitization and advanced services within Aston Business School, Aston University. His interests lie in the organisational change and business model innovation brought about when companies move towards providing outcome-based offerings rather than just selling products on a transactional basis, or servitization. He has been successful in securing ~£5.5m funding from UKRI, EU, and industry, including: Principal Investigator (PI) of the ESRC-funded project 'Pathways towards Servitization: A trans-national study of Organisational Transformation' (ES/P010148/1), and Co-I on two Innovate UK projects: 'Next generation rice processing' (ES/P010148/1) and 'Digital Servitization Demonstrator' (TS/T011165/1) under the Manufacturing Made Smarter theme. In the past seven years, he has been extensively engaged with both multinational and small/medium sized manufacturing firms in order to understand servitization in practice, and also help the acceleration of the adoption and implementation of advanced services. As part of his industry engagement activities, he has been the key member in founding a partnership of multinational manufacturing organisations, including Goodyear, Thales, BAXI, Nederman, Mazak, Legrand, Crown, Waters, Domino Printing, Omron and Ishida, and developed and facilitated more than 30 hands-on seminars for their senior executives to explore and accelerate the adoption of servitization.

Areas of Expertise

Manufacturing Strategy, Business Model Innovation, Servitization, Service Innovation, Organisational Change

Affiliations

Higher Education Academy : Fellow, The Institution of Engineering and Technology (MIET), Academy of Management (AoM), British Academy of Management (BAM), European Operations Management Association (EurOMA)

Education

Brunel University

PhD Management and Information Systems

University of Manchester

MSc Management Information Systems

University of Science & Technology, Iran
MBA

Azad University
BSc Electronic Engineering

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