



**BIRMINGHAM CITY**  
University

## Faculty of Business, Law and Social Sciences

<b>Proposed Title:</b> Crowdfunding: Determinants of Successful Campaigns
<b>School:</b> Birmingham City Business School
<b>Proposed Supervisory Team:</b> Dr. Anton Miglo, Dr. Bruce Philp and Dr. Xiehua Ji
<p><b>Abstract:</b></p> <p>This study aims to analyse the factors of success of crowdfunding campaigns by entrepreneurial firms in Birmingham including the role of the crowdfunding type choice and the choice of crowdfunding platform. This topic has not been analysed in existing literature though crowdfunding becomes very popular in the UK including Birmingham area<sup>1</sup> where the rates of growth among entrepreneurial firms are one of the highest in the UK. Our special focus will be on the analysis of the role of crowdfunding type (reward-based, equity-based, donation-based or debt-based crowdfunding) on the likelihood of crowdfunding success as well as the role crowdfunding platform choice. In contrast to initial years of crowdfunding development, with the growth of fintex industry and the development of different types of crowdfunding platforms companies have more choices between different platforms and between different types of crowdfunding.</p>
<p><b>Applicant Requirements:</b></p> <p>The student has a broad knowledge of financial studies and a proven capability of making useful academic contributions in her chosen areas of research. Bachelor of Finance/ economics or related areas is required (Master is preferred) with good marks.</p> <p>Good knowledge of numerical and analytical methods including econometrics, game theory etc. is required.</p> <p>Good knowledge of oral and written English (if international).</p>
<p><b>Contact: Name, e-mail and telephone number:</b></p> <p>Anton Miglo PhD Senior Lecturer in Finance Department of Finance, Accountancy &amp; Economics Birmingham City Business School Birmingham City University e-mail: <a href="mailto:anton.miglo@bcu.ac.uk">anton.miglo@bcu.ac.uk</a> T: +44 (0) 121 331 6264 Web-page: <a href="https://www.bcu.ac.uk/business-school/about-us/our-staff/anton-miglo">https://www.bcu.ac.uk/business-school/about-us/our-staff/anton-miglo</a> <a href="#">Google scholar page</a></p>

<sup>1</sup> Famous UK crowdfunding platform Spacehive has several projects in Birmingham (see, eg, <https://www.spacehive.com/places/uk/west-midlands/birmingham>). See also <https://www.birminghammail.co.uk/whats-on/food-drink-news/restaurant-andys-low-n-slow-15366388>