

Mr Scott Hardman BSc (Hons), Grad EI

Doctoral Researcher

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About

Scott graduated from the University of Birmingham with a honours degree in Environmental Science. He is now working towards a PhD, studying niche market applications and the marketing of Hydrogen and Fuels Cells. His PhD aims to find special applications for Fuel Cells in order to achieve early market entry.

Qualifications

BSc (Hons, 2:1) Environmental Science

Biography

Scott graduated from the University of Birmingham in July 2012. His undergraduate degree was in Environmental Science, with a particular focus on renewable energies and with his dissertation on microalgal biodiesel. This keen interest in energy technologies led to the logical decision to move to Hydrogen and Fuel Cell research.

Scott joined the Hydrogen and Fuel Cell Doctoral Training Centre in October 2012 under Prof. Dr. Robert Steinberger-Wilckens. His PhD project utilises a multi disciplinary approach involving areas such as Economics, Marketing and Business along with Environmental Science. The project aims to identify niche markets for Hydrogen and Fuel Cells. Niche markets are important in the early market entry of any new technologies.

Research

Supervisors: Prof. Dr. Robert Steinberger-Wilckens

Current Interests lie in:

1. Disruptive Innovation Theory
2. Marketing of Added Value
3. Infrastructural Evolution
4. Niche Market Entry

Other activities

Scott has a strong sense of enterprise and has taken part in the University of Birmingham's Enterprise Birmingham competition, the Plan B business competition and the Cleantech Challenge. He is also a member of the University of Birmingham's consultancy pool for Doctoral Researchers.

Scott is an active member of the Energy Institute (EI), and the Institute of Environmental Management and Assessment (IEMA) and is an integral member of their Midlands Steering Group.

Scott is a keen sportsman enjoying activities such as Skiing and playing for Bournville RFC.

Publications

Hardman, S., Steinberger-wilckens, R. & van der Horst, D., 2013. Disruptive Innovations: The case for hydrogen fuel cells and battery electric vehicles. *International Journal of Hydrogen Energy*, 38. (<http://www.sciencedirect.com/science/article/pii/S0360319913023112>)



