

# Initial Statement of Research Intent

## Notes to the applicant:

- If your application progresses you may be asked to submit a more detailed Statement of Research Intent.
- Applicants should note that students are expected to submit their thesis after 3-4 years full-time study (6-8 years part-time).

## Your details

Name of applicant: Huifeng Jiao

Student ID (if known):

Department/s (if known): Business School

Proposed supervisor/s (if known): Fernando Beltran

## Area of research interest

Provisional title of thesis or area of research interest, and a brief description of the proposed research

**Topic:** Redefinition of Personal property: Privacy, Choice and Relationship beyond the Basic Assets.

**Brief:** a lot of benefits that people have got from the information technology: Instant message, online education, e-Commerce, search engine, business systems, etc.

But we also lost some important things: your privacy and some of your choices. The big players control all the information platforms: Google, Facebook, Tencent, Baidu, Alibaba and so on. You can not live alone without them.

Collect all your private data in order to make more money. What they show you is injected into screens and your eyes, influencing your decisions and even induce your thinking.

We must stop and think: What really belongs to individuals, what have we paid and what have we got? If privacy and choice are natural rights or property belongs to individuals, the private relation is also. Follow this assumption, a new economic model emerged.

If the redefinition is correct, we hope to find a way to share the profits made by the giants from personal privacy, choice and relation property.

Research plans to do some quantity research works, survey, and build an APP with little community, to collect data, verify the hypothesis.

## Research/professional background

Briefly summarise any previous research/professional experience in your area of interest

I am interested in personal value and property. Master paper of mine is talking about the individual's valuation formula.

As a company partner which was an online education system supplier, holding on to China's first position. I have over 20 years experience in IT and Management, acting as a leader, coach and tutor role of r&d teams.