NTU Fully-funded PhD Studentships Competition 2019

Closing Date of Applications: 25/02/19, 5pm GMT.

Nottingham Business School Doctoral Projects

Note to applicants:
Please revise the following doctoral projects according to your academic background and research interests; each project provides a basic bibliography for further clarification.

You must prepare a research proposal closely related to one of these projects. Please do not 'copy and paste' from any project description, as this will disqualify your application. We would like to appreciate your understanding of the topic and of the bibliography, and your own research ideas.

You may contact the Academic Project Lead (Director of Studies) of any project for further clarification. It is possible to submit a research proposal that is not related to one of these projects, but only if explicitly advised by an NBS academic beforehand.

Full applications (application form, supporting documents, research proposal) must be submitted to the Doctoral School before the deadline. Finally, please note that only a small number of studentships will be available to NBS candidates. However, these projects are also available on a self-funding basis.

Further Information:

https://www.ntu.ac.uk/research/research-degrees-at-ntu/phd-studentships

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: Bank performance

Academic Project Lead: Dr Thao Nguyen

Project Description:

Based on the non-structural model – disequilibrium approach (Goddard and Wilson, 2009), this research presents an empirical assessment of the degree of competition within the banking system. We examine a greater number of environmental covariates and different dependent variables compared to previous applications of this model. Moreover, we use lagged input prices (to avoid endogeneity) and exclude assets (to avoid specification bias) in our models.

Goddard, J.A. and Wilson, J.O.S. (2009). Competition in banking: A disequilibrium approach. *Journal of Banking and Finance, 33*, 2282-2292

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: Bank efficiency

Academic Project Lead: Dr Thao Nguyen

Project Description:

This study analyses bank efficiency. We apply an advanced methodological approach introduced by Simar and Wilson (2007) to examine bank efficiency. The objective of our study is threefold. First, we analyse bank efficiency in by applying an advanced semi-parametric two stage method introduced by Simar and Wilson (2007). Second, we identify the determinants of bank efficiency. Third, we provide a detailed analysis of bank efficiency for different ownership structures and bank size. PhD candidates can apply this method to a single country or a panel data. An advanced knowledge of R software would be an advantage.

Simar, L. and Wilson, P.W. (2007). Estimation and inference in two-stage, semi-parametric models of production processes. *Journal of Econometrics, 136*, 31-64

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: HOUSING MARKET SPILLOVERS

Academic Project Lead: Dr. Chunping Liu

Project Description:
The housing market has been argued as the main driving force of the 2008-2009 financial crisis. In U.S., the past decade initially saw a rapid growth in housing prices and residential investment, followed by the collapse of housing market and frozen credit market. This led many economists to raise the issue that housing market is not only a passive reaction of other economic and financial activities but the causing factor of business fluctuations. Therefore, we wish to expand this study further by undertaking empirical research, firstly by modelling housing market either in a dynamic stochastic general equilibrium (DSGE) framework or a reduced form VAR model. Secondly, we will examine the sources and consequences of housing market.

The earlier literature attempts to incorporate the housing market are Iacoviello (2005) and Iacoviello and Neri (2010). Building a dynamic stochastic general equilibrium (DSGE) model, they found that housing market spillovers cannot be ignored. Over the business cycle, housing demand and housing technology shocks explain one-quarter each of the volatility of housing market. Similar versions of this model have been used in different central banks and economic organisations, such as Riksbank (Sellin and Walentin, 2015), European Commission (Roeger and in 't Veld, 2009), Bank of Canada (Christensen, et al., 2009), and IMF (Kannan, Rabanal and Scott, 2009).

Proposed Methods
The method can be two directions. If we focus on the reduced form model, we need to build a VAR model based on the DSGE framework of Iacoviello (2005). The impulse response functions can explain the housing market responses after a shock. The variance decomposition allows us to see how much each shock contributes to the volatility of the housing market. If we need to build a DSGE framework, we can use Bayesian estimation method. All the analysis will be based on these estimation results.

References

- Iacoviello, M., and Neri, S., 2010. Housing Market Spillovers: Evidence from an Estimated DSGE Model. *American Economic Journal: Macroeconomics*, 2(2), 125-64.
- Iacoviello, M., 2005. House Prices, Borrowing Constraints, and Monetary Policy in the Business Cycle. *American Economic Review*, 95(3): 739-764.
- Sterk, V., 2015. Home Equity, Mobility, and Macroeconomic Fluctuations, *Journal of Monetary Economics*, 74, 16-32.
- Roeger, W., and in 't Veld, J., 2009. Fiscal Policy with Credit Constrained Households, European Commission, DG ECFIN, *Working paper*.
- Christensen, I., et al., 2009. Consumption, Housing Collateral, and the Canadian Business Cycle, Bank of Canada, *Working Papers*, 09-26.
- Kannan, et al., 2009. Monetary and Macroprudential Policy Rules in a Model with House Price Booms, IMF, *Working paper*.

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: The impact of schooling on housing market

Academic Project Lead: Dr. Chunping Liu

Project Description:
When a family decides to buy a house, there are many factors could step in, such as the total floor area, number of bedrooms, number of bathrooms, environment, availability of public transport, etc. One of the most interesting area is to see if schooling has any impact on housing prices. The key aim of this research is to assess how much a family is willing to pay to live in an area, which has a better performing school.

There are many studies trying to investigate this link. The literature varies in terms of the empirical methods. Most of the literature based on the regression based estimates, parametric and non-parametric modelling of unobservable factors, and instrumental variables methods (see Brasington and Haurin, 2006, Cheshire and Sheppard 2004, and Rosenthal, 2003). However, these studies suffer from the omitted variable bias. More recent works use discontinuity methods, difference-in-difference methods and combined different methods, such as Davidoff and Leigh (2008), Clapp et al. (2008) and Bayer et al. (2007), etc. The impact of schooling on house prices is significant in these studies. Kane et al. (2006) even found the schooling could affect house prices by 10% in Mecklenberg, US.

Proposed Methods
We will base on the traditional hedonic housing price model, including the characteristics of the house. Then a measure of schooling will be added to the model. We also need to control the policy changes in recent years, such as stamp duty, help to buy, etc. We will use regional data to show the effects of this link.

References
Brasington, D. and Haurin,D. 2006. Educational outcomes and house values: a test of the value added approach, *Journal of Regional Science*, 46 (2006), pp. 245-268.

Cheshire, P. and Sheppard, S. 2004. Capitalising the value of free schools: the impact of supply characteristics and uncertainty, *Economic Journal*, 114 (2004), pp. F397-F424.

Rosenthal, L. 2003. The value of secondary school quality, *Oxford Bulletin of Economics and Statistics*, 65 (2003), pp. 329-355.

Davidoff, I. and Leigh, A. 2008. How much do public schools really cost? Estimating the relationship between house prices and school quality, *The Economic Record*, 84 (2008), pp. 193-206.
Clapp J., Nanda, S., and Ross, S. 2008. Which school attributes matter? The influence of school district performance and demographic composition of property values, *Journal of Urban Economics*, 63 (2008), pp. 451-466.

Bayer,P., Ferreira, F. and McMillan, F. 2007. A unified framework for measuring preferences for schools and neighborhoods, *Journal of Political Economy*, 115 (2007), pp. 588-638.

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: Environmental information disclosure policies

Academic Project Lead: Dr. Eleni Stathopoulou

Project Description:
Environmental information disclosure policies, where governments release information to the public, have been increasingly popular in recent years. They first emerged in the U.S. but were soon implemented in Europe, and then gradually in Asia. These right-to-know policies (Mastromonaco, 2015) help consumers make informed choices and policymakers design a market-based regulation where the main objective is that firms will be incentivised to mitigate the pollution they produce because of public pressure.

In most cases, there is coordination in information release between countries (such as within the European Union) or between constituent members of larger jurisdictions (such as within the U.S.). That said, there are also cases where countries or regions have adopted unilateral policies. For instance, in the European Union, France has developed its national legislation framework whereas Denmark has adopted the UN Global Compact which encourages firms to adopt sustainable and socially responsible policies and to report on their implementation. In the U.K., the Companies Act 2006 obliges firms with shares listed on a regulated market in the European Economic Area to disclose non-financial information in their business review. Additionally, while some member states adopted compulsory non-financial reporting, others adopted the "comply or explain" system giving the option to some firms not to report environmental information in circumstances where it is difficult to compile all necessary data in a timely manner to comply with reporting requirements.

There is a growing literature on the various aspects and consequences of information disclosure (Tietenberg, 1998). Hence this project would look at international coordination in pollution information release and investigate how it affects social welfare, firms' strategies and pollution.

References
Mastromonaco, R., 2015. Do environmental right-to-know laws affect markets? Capitalization of information in the toxic release inventory. *Journal of Environmental Economics and Management* 71, 54-70.
Tietenberg, T., 1998. Disclosure strategies for pollution control. *Environmental and Resource Economics* 11, 587-602.

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: One Belt and One Road initiative

Academic Project Lead: Dr Jingwen Fan

Project Description:

One Belt and One Road "is not an entity or a mechanism". Rather, it is a concept and initiative of cooperative development that relies on the existing dual multilateral mechanism between Asia, Europe, non-mainland China, neighbouring oceans, and the existing platform for regional cooperation. It borrows the concept of the ancient" Silk Road", takes the initiative to develop economic cooperation and partnership with other countries and regions along the route to jointly build a community of mutual trust in politics, economic integration and cultural tolerance. Huang (2016) argues that such an initiative faces significant barriers due to lack of central coordination mechanism and clash of different political regimes. India and Japan are not enthusiastic about this project. In Europe, anti-globalisation sentiments typified by Brexit and influential far-right political leaders such as Marine Le Pen could also create roadblocks for China's Belt and Road project. Nevertheless, Herrero and Xu (2017) argue that EU countries, especially landlocked countries, will benefit in trade in term of significant reduction in transaction costs. Du and Zhang (2017) have found that China's overseas direct investment rose significantly in the belt-road regions and Central and Western Europe will benefit from large Chinese OFDI. However, most of the work concentrate on political issues and challenges that China faces and nothing much has been done on concrete impacts and the like.

Proposed Structure
This project will comprise three individual papers that will examine the consequences of OBOR initiative. The first paper will look at the how OFDI has impacted on the economic growth of the Belt-Road countries. The second paper will examine whether there is a possibility of single currency within the region. The last paper will employ the gravity model to investigate whether and how a reduction in transportation costs associated with the construction and improvement of transport infrastrucutre affects trade flows for Belt and Road countries.

Du, J. and Zhang, Y. (2017) "Does One Belt One Road initiative promote Chinese overseas direct investment?" *China Economic Review*, Available online 5 September 2017
Herrero, A. G. and Xu, J. (2017) "China's Belt and Road Initiative: Can Europe Expect Trade Gains?" *China and World Economy*, vol. 25, issue 6, p84-99
Huang, Y (2016) Understanding China's Belt & Road Initiative: Motivation, framework and assessment. *China Economic Review*, vol. 40, p.314-321

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: Economic modelling of female participation in a mixed health care system of developing economies

Academic Project Lead: Dr King Yoong Lim (Lecturer in Economics)

Project Description:
Physician dual practice has long been documented in the Health Economics literature as a prevalent feature in the national health system of developing countries. For example, Gruen et al. (2002) documented that more than 80 percent of the government physicians in Bangladesh engage in private practice, while Russo et al. (2013) show that 55 percent of physicians surveyed in three African cities engaged in dual practice. Even though thorough reviews of the existing literature of physician dual practice have been conducted by various studies, such as, non-exhaustively, Eggleston and Bir (2006) and Socha and Bech (2011), studies that explore female participation in dual practice and its growth and welfare implications in a developing economy with mixed health care system, remains very limited. Agénor and Canuto (2015) and Agénor et al. (2014) develop growth models to examine the impact of gender equality (within a collective family decision-making and time-allocation context) on children's health and consequently, growth. While these studies show that the lack of gender equality in a developing country can cause lack of attention paid to child-rearing, and consequently adversely affecting the health status and productivity of an adult (due to health persistence as a children grows to become an adult), it pays no attention to the intricacy of a mixed health care system. As such, these studies do not bring any insight into female decision's to become a physician, and related issues.
The research would likely involve both theoretical and empirical components. The candidate would develop a macroeconomic model with gender and physician markets. Based on this model, primary data collection or survey similar to Russo et al. (2013) or the various waves of the Indonesia Family Life Survey [see, for instance, Strauss et al. (2016)] is conducted in a relevant developing country, which is then used to implement econometric estimation/testing of the theoretical propositions developed.
This study therefore involves the candidate having to develop skills in survey design and the development of questionnaires or structured interviews. The learning outcome will be threefold as (i) the candidate will benefit from the training of writing a theoretical model, (ii) the candidate will develop expertise throughout the preparation process of Page **8** of **8** implementing a primary surveys; (iii) the candidate will then learn to analyse the data collected using applied econometric techniques.

implementing a primary surveys; (iii) the candidate will then learn to analyse the data collected using applied econometric techniques.
References
Agénor, P, Canuto, O., 2015. Gender equality and economic growth in Brazil: A long-run analysis. Journal of Macroeconomics 43 (3), 155.172.
Agénor, P, Canuto, O., Pereira da Silva, L., 2014. On gender and growth: The role of intergenerational health externalities and women's occupational constraints. Structural Change and Economic Dynamics 30 (C), 132-147.
Eggleston, Karen, Bir, Anupa, 2006. Physician dual practice. Health Policy 78, 157-166.
Gruen, Reinhold, Anwar, Raqibul, Begum, Tahmina, Killingsworth, James, Normand, Charles, 2002. Dual job holding practitioners in Bangladesh: an exploration. Social Science & Medicine 54 (2), 267-279.
Russo, Giuliano, McPake, Barbara, Fronteira, Inês, Ferrinho, Paulo, 2013. Negotiating markets for health: an exploration of physicians' engagement in dual practice in three African capital cities. Health Policy and Planning 29, 774-783.
Socha, Karolina, Bech, Mickael, 2011. Physician dual practice: A review of literature. Health Policy 102 (1), 1-7.

Strauss, John, Witoelar, Firman, Sikoki, Bondan, 2016. The Fifth Wave of the Indonesia Family Life Survey (IFLS5): Overview and Field Report. March. WR-1143/1-NIA/NICHD.

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: What factors attract FDI into a country?

Academic Project Lead: Dr Wenyu Zang

Project Description:

The rapid increase in inward FDI and the recognition of the benefits of inward FDI have motivated the studies on the determinants of FDI locations. According to the eclectic paradigm introduced by Dunning (1977, 1988 and 1993), firms will engage in foreign production when they perceive location advantages in a foreign country. Otherwise, firms would serve domestic markets by domestic production and foreign markets by exports (Dunning, 1988). The location advantages in a host country might affect the amount of inward FDI that the country receives, which includes labour cost, trade union density, employment protection legislation, wage bargaining coordination, R&D expenditure, market size, economic growth, agglomeration, trade barrier, trade openness, exchange rate, inflation rate, corporate tax, human capital, infrastructure, political instability, country risk, corruption and rule of law etc.

A large number of studies on developing countries have been conducted on the determinants of inward FDI, but the effectiveness of developed countries in attracting FDI using aggregate country-level data has not been analysed sufficiently due to limited studies on this area. Current studies on developed countries employ firm level FDI data, industry level FDI data or bilateral FDI data. However, there are a limited number of studies using aggregate FDI inflow data from the rest of the world, including Bajo-Rubio and Sosvilla-Rivero (1994) on Spain, Billington (1999) on 7 developed countries, Globerman and Shapiro (1999) on Canada, Lipsey (2000) on 22 developed countries, Yang *et al.* (2000) on Australia, Kottaridi (2005) on 10 developed countries, Wijeweera and Clark (2006) on US, Radulescu and Robson (2008) on 19 developed OECD countries.

Using secondary data from World Bank or OECD sources, the study would use statistical and econometric analysis to examine the determinants of inward FDI in developed countries. This study would extend prior work to ascertain whether the determinants of FDI depends on the type of FDI (technology seeking FDI, resource seeking FDI etc) and different industries.

References:

Bajo-Rubio, O. and S. Sosvilla-Rivero (1994) An Econometric analysis of foreign direct investment in Spain, 1964-89. Southern Economic Journal **61**: 104-120.

Billington, N. (1999) The location of foreign direct investment: an empirical analysis. Applied Economics **31**: 65-76.

Dunning, J. H. (1977) Trade, location of economic activity and the MNE: a search for an eclectic approach. The international allocation of economic activity: Proceedings of a Nobel symposium held at Stockholm. B. Ohlin, P.-O. Hesselborn and P. M. Wijkman (eds) London, The Macmillan Press Ltd.

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Dunning, J. H. (1993) Multinational enterprises and the global economy. Wokingham, Addison-Wesley.

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Lipsey, R. E. (2000) Interpreting developed countries foreign direct investment. NBER Working Paper 7810. Cambridge, National Bureau of Economic Research.

Radulescu, R. and M. Robson (2008) Trade unions, wage bargaining coordination, and foreign direct investment. Labour **22**: 661-678.

Wijeweera, A. and D. P. Clark (2006) Taxation and foreign direct investment inflows: time series evidence from the US. Global Economic Review **35**: 135-143.

Yang, J. Y. Y., N. Groenewold, *et al.* (2000) The determinants of foreign direct investment in Australia. Economic Record **76**: 45-54.

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: Inward FDI and domestic entrepreneurship in China

Academic Project Lead: Dr Wenyu Zang

Project Description:

Inward FDI can make a positive contribution to the host country by supplying advanced technology, product and process innovations (Dunning, 1994). The entry of foreign firms might stimulate domestic enterprises to protect their market shares and profits, which leads to severe competition (Dunning, 1994; Blomstrom and Kokko, 1997; OECD, 2002; Hill, 2009). Increased competition may force local enterprises to use resources more efficiently, to develop product and process innovations and to promote technological upgrading, etc (OECD, 2002; Hill, 2009). Therefore, the productivity of local enterprises can be improved by imitating the more advanced technology brought by inward FDI, by exploiting existing technology and resources more efficiently or by seeking for more advanced technology (Blomstrom and Kokko, 1997, Saggi, 2000). Furthermore, inward FDI may create forward and backward linkages as foreign firms transfer technology to local suppliers of intermediate goods and customers (Blomstrom and Kokko, 1997; Saggi, 2000; OECD, 2002). However, the potential drawback is that foreign firms might out-compete local enterprises and drive local enterprises out of business (Blomstrom and Kokko, 1997; Hill, 2009). What also needs taking into account is that foreign firms may choose to locate their businesses based on the domestic enterprises and overall economic conditions present locally.

There is some literature examining the relationship between inward FDI and domestic entrepreneurship (Backer and Sleuwaegen, 2003; Javorcik, 2004; Haskel *et al.*, 2007; Barbosa and Eiriz, 2009; Kim and Li, 2014). Equally, foreign firms might be motivated to locate in areas due to the local enterprise economy. However, there are no studies on the causal relationship in China.

Using secondary data from China Statistical Yearbook, the study would use statistical and econometric analysis to establish the causal links between inward FDI and domestic entrepreneurship in China.

References:

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Blomstrom, M. and A. Kokko (1997) How foreign investment affects host countries, *Policy Research Working Paper* 1745, Washington D C, The World Bank.

De Backer, K. and Sleuwaegen, L. (2003) "Does foreign investment crowd out domestic entrepreneurship?" *Review of Industrial Organization*, Vol 22 No.1, pp. 67-84.

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Saggi, K. (2000) Trade, foreign direct investment, and international technology transfer: a survey, *Policy Research Working Paper* 2349, Washington D C, The World Bank.

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: Financial Capital, Human Capital, and Self-Employment in the UK

Academic Project Lead: Dr Zhongmin Wu

Project Description:

Why become self-employed and what are the key factors causing the utility from self-employment to exceed that from paid employment? Mark Taylor (1996) has shown that higher expected earnings in self-employment relative to paid employment are a major attraction. The independence and freedom offered by self-employment are clearly appealing. However, there are those who desire job security and therefore prefer paid employment. Ajayi-Obe and Parker (2005) mentioned that "the self-employed enjoy a non-pecuniary benefit from work itself (e.g., independence) that makes a given amount of work in that occupation relatively less unattractive than the same amount of work would be in paid employment". Schmitz (1989) presents a model in which endogenous entrepreneurial activity is the key determinant of economic growth. The theory also differs from standard model in that growth is driven by the imitative activities of entrepreneurs.

Evans & Leighton (1989) found liquidity constraints play a role when setting up a firm, as the availability of capital is a significant barrier to self-employment. However, the human capital model indicates that the more educated and skilled self-employed are likely to find it easier to raise external finance for their business. Therefore, Cressy (1996) has argued human capital and not finance is the main constraint on self-employment. This project will test whether financial capital and/or human capital is the main constrain of self-employment in the UK.

References

Ajayi-Obe, O. and Parker S.C. 2005 The Changing Nature of Work among the Self-employed in the 1990s: Evidence from Britain, Journal of Labour Research, 26 (3): 501-507

Cressy, R 1996 Are Business Start-ups Debt-Rationed? The Economic Journal, 106 (438): 1253-70

Evans, D S & Leighton, L S 1989 Some Empirical Aspects of Entrepreneurship, American Economic Review, 79 (3): 519-35

Schmitz J. A. Jr. 1989 Imitation, Entrepreneurship, and Long-Run Growth, The Journal of Political Economy, 97 (3): 721 – 739

Taylor M. P. 1996 Earnings, independence or unemployment: why become self-employed? Oxford Bulletin of Economics and Statistics 58(2): 253-267

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: Innovation, entrepreneurship and institutional change of China

Academic Project Lead: Dr Zhongmin Wu

Project Description:

The proposed research aims to inform public policy concerning the role governments can play in fostering innovation in commercial enterprises. As part of the plan for post-Brexit Britain, the UK Government has spearheaded a new "modern industrial strategy" and published a Green Paper, Building our Industrial Strategy. At its core, the government wants to understand what role it should play in fostering innovation in commercial enterprises and how to help them develop into the next Arm Holdings. Four decades of laissez faire economics means that there is very limited data on industrial strategies in the UK. China on the other hand is a treasure trove of information. Previous research on this topic has been limited and the existing work does not differentiate between industries. By looking within specific industries, we can compare like with like thus yielding results that are more accurate. Our research will focus on the data rich manufacturing and technology sectors to determine the magnitude and effectiveness of innovation between state owned enterprise and private enterprises

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: Firm Performance, State Ownership, and Government Regulation: Evidence from China

Academic Project Lead: Dr Zhongmin Wu

Project Description:

Using most recent data from China, this research shows that ownership structure has a significant impact on firm performance and firm characteristics. Our results show the importance of getting to grips with government regulation. Another key finding of this paper is that China has very good economic institutions that are conductive to doing business. It is far easier to conduct business in China than the other BRIC countries. We conclude that partial privatisations of SOEs on its own is unlikely to bring huge gains in efficiency. Reforms must also include better incentives and monitoring of management. Our findings are robust and consistent to various controls, alternative measures of firm performance, and different estimation methods including quantile regression.

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: Public sector social value

Academic Project Lead: Dr Ani Raiden

Project Description:

Social value in public sector organisations – who owns it and who takes ownership for it? Within this project we ask questions about the fundamental ways of organising within public sector organisations that may help and/or hinder the creation of social value. Some local authorities tend to see social value as an issue specific to the procurement team only; something to consider as part of supply-chain management (akin to social procurement). Other local authorities take a more holistic view, bringing in multi-functional teams to consider how to best create social value. Ultimately, our aim is to critically review current practice and engage with practitioners in this area to develop an in-depth understanding of what works well in managing and delivering social value projects.

Allaway, B. and Brown, M. (2019) Social value in the built environment - The legal framework in the UK, In Raiden et al, *Social Value in Construction,* Abingdon: Taylor and Francis

Barraket, J and Loosemore, M (2018) Co-creating social value through cross-sector collaboration between social enterprises and the construction industry. *Construction Management and Economics*, 36(07), 394–408

Burke , C. and King , A. (2015) Generating Social Value through Public Sector Construction Procurement: A Study of Local Authorities and SMEs . School of Architecture, Design and the Built Environment, Nottingham Trent University: Nottingham, UK

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: Co-creating social Value

Academic Project Lead: Dr Ani Raiden

Project Description:

Co-creating social value involves multiple project partners in a network of operations working together to make a difference. Such networks may involve public sector bodies, private sector organisations, and third sector enterprises. Often the partners' priorities and mission vary widely, and it may be challenging to maintain focus and momentum on creating social value, especially when other pressing business concerns (such as economic constraints) are brought to fore. How do project partners then negotiate and re-negotiate the terms so that the potential social impact is not compromised?

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: Measuring Social Value

Academic Project Lead: Dr Ani Raiden

Project Description:

Measuring social value and assessing social impact remains one of the most controversial and challenging topics in this space (Raiden et al, 2019). Thus, it is an imperative that we continually and critically examine and reflect on how numbers are produced and used (or misused) by policy-makers, practitioners and/or researchers. Management thinking is often dominated by quantitative metrics and rankings – how useful is this? What are the key challenges in moving away from such a focus on numbers? Does the current problem with 'fake news' and mistrust in experts (and the stats they produce) allow us to open up discussion and debate about qualitative ways of considering impact?

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: Social Value orientation

Academic Project Lead: Dr Ani Raiden

Project Description:

Social value orientation is a construct rooted in social psychology that tells us how much weight a person attaches to the welfare and needs of others in relation to their own. Research shows that social value orientation is predictive of important behavioural characteristics such as cooperative behaviour in social dilemmas, helping behaviour, donation behaviour, pro-environmental behaviour, and negotiation behaviour. It follows that cooperative social value orientation may also be predictive of interest in and commitment to creating social value, and thereafter the success of organisational initiatives.

Determining the social value categories (i.e. cooperative/prosocial, individualistic, or competitive social value orientation) and social value orientation angle (within a social value orientation slider scale) of two groups of respondents vis-à vis their contributions to social value and social impact is one of the objectives of this research project. We will compare and contrast the responses from active practitioners in this area (i.e. those engaged with social value) and people yet to be convinced of the project.

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: The Post-BREXIT referendum Human Resource Development Era: An Investigation into the UK Banking Sector

Academic Project Lead: Dr Fotios Mitsakis

Project Description: This research study will examine the effect of the BREXIT referendum onto the Human Resource Development (HRD) practices of the UK banking sector. For many national economies, the banking sector is considered as one of their main pillars. Concurrently, the sector is characterised as "knowledge-intensive" and "people-oriented" with regards to its competitiveness, success, growth and change (Froehlich, 2017; Kor, 2016; Mitsakis, 2017; Mitsakis & Aravopoulou, 2016). Thus, it is important to examine how HRD practices in UK banks have been affected by the BREXIT referendum outcome. Lately, there are many commentators associating BREXIT with the make of a new global economic crisis. Amongst them, the Bank of England governor Mark Carney described the post-BREXIT era as a new financial crisis (Elliot and Stewart, 2017; Gold, 2017; Chu, 2017; Rachman, 2016). Following such assertions, organisations reported extensive budget cuts within their HR interventions, including relevant budget allocations to their HRD strategies and practices.

Methodology:
A longitudinal survey would allow prospective applicants to examine the effect of the BREXIT referendum (and its aftermath) to the HRD practices within the UK banking sector. Following the relative lack of relevant literature on BREXIT and its effect on HRD, the project aims to offer new insights to both HRD scholars and HRD practitioners by collecting data through a multi-constituent research perspective (different stakeholders across banking organisations).

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: The role of diversity training in an era of business and socio-economic uncertainty: Managing migrant workers' social integration at the workplace in UK organisations

Academic Project Lead: Dr Fotios Mitsakis / Dr Pedro Mendonca

Project Description:
This research study will examine the extent to which diversity training is implemented in UK businesses as an attempt to facilitate their migrant workers' social integration at the workplace. The study will try to address the perceived challenges and benefits that diversity training could produce for individuals and the business in an era of economic and social uncertainty and insecurity. The large majority of brain outflows across European countries were recorded as brain inflows for UK. Precisely for the latter, brain inflows aimed at filling in the gap of severe labour market shortages, particularly in low skill and low paid sectors, such as manufacturing, hospitality and construction (McDowell, 2009). However, following the results of the UK referendum to leave EU, these developments have recently fostered political debate about the role and flows of migration within the UK. Considering all that, such a social phenomenon becomes increasingly a matter of concern within the EU, as in many cases, this brain mobility is not entirely exploited and for the benefit of both countries. In some other cases work migrants' overflow from one country to another has also resulted to workplace-related problems such as lack of individuals' social embeddedness in the workplace (David et al., 2012). Various immigration theories (e.g. Neoclassical, dual labour market, world systems, and network) will inform this research study. All suggest that brain mobility do not just occur owing to social and economic circumstances (and/or due to the push and pull factors), but because of many other factors which could also be at play (e.g. government policies etc.) and of similar importance (Kubursi, 2006; Jennissen, 2006; IOM, 2004; Bonifazi, 2001). Concurrently, it is widely suggested that diversity training could support the creation of a supporting climate of all employees' social integration at the workplace so to contribute collectively to organisational goals (ibid). It further represents an important social network and structural aspect that can determine social support, cohesion and social capital (CIPD, 2017; Herring and Henderson, 2015; Song, 2012).

Methodology:
A longitudinal survey would allow prospective applicants to examine the extent to which diversity training is offered in UK organisations as part of their efforts to facilitate their migrant workers' social integration at the workplace. Following the relative lack of research focusing on the experiences and perception of social integration at the workplace on behalf of those who have been able to enter the labour market, this research study will shed light as to how diversity training could facilitate the social integration process through the respective perceptions of our research participants.

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: The Role of Trust in the Globally Mobile Workforce

Academic Project Lead: Dr Maranda Ridgway, Senior Lecturer

Project Description:

As organizations expand into the global market place, there is an increasing need for a globally mobile talent pool. The trust placed by an individual in their employing organization is fundamental in the decision to relocate globally. Similarly, the trust between expatriate workers and local counterparts is critical to successful international work. Despite trust and global mobility being well established topics, the intersection remains under-researched.

The global mobility literature has grown exponentially in recent years as globalization becomes a reality for many organizations (Guo and Al Ariss, 2015), pointing to an ever-shifting context in which people are managed. A feature of this shifting context is the need for a globally mobile workforce. We continue to witness changing forms of expatriation, for example self-initiated expatriates (Suutari and Brewster, 2000), hidden expatriates (Haak-Saheem and Brewster, 2017) and inpatriates (Dickmann and Baruch, 2011) to name but a few. A shared feature among these workers is the significance of undertaking international work and the trust placed in an employer.

In the context of global mobility, trust fosters a willingness to engage with cultural differences, whereas a lack of trust may lead to ineffectual international work. There is a need to develop our understanding of the role that trust plays in international work to surface practices which influence trust.

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: The role of diversity training in an era of business and socio-economic uncertainty: Managing migrant workers' social integration at the workplace in UK organisations

Academic Project Lead: Dr Fotios Mitsakis / Dr Pedro Mendonca

Project Description:
This research study will examine the extent to which diversity training is implemented in UK businesses as an attempt to facilitate their migrant workers' social integration at the workplace. The study will try to address the perceived challenges and benefits that diversity training could produce for individuals and the business in an era of economic and social uncertainty and insecurity. The large majority of brain outflows across European countries were recorded as brain inflows for UK. Precisely for the latter, brain inflows aimed at filling in the gap of severe labour market shortages, particularly in low skill and low paid sectors, such as manufacturing, hospitality and construction (McDowell, 2009). However, following the results of the UK referendum to leave EU, these developments have recently fostered political debate about the role and flows of migration within the UK. Considering all that, such a social phenomenon becomes increasingly a matter of concern within the EU, as in many cases, this brain mobility is not entirely exploited and for the benefit of both countries. In some other cases work migrants' overflow from one country to another has also resulted to workplace-related problems such as lack of individuals' social embeddedness in the workplace (David et al., 2012). Various immigration theories (e.g. Neoclassical, dual labour market, world systems, and network) will inform this research study. All suggest that brain mobility do not just occur owing to social and economic circumstances (and/or due to the push and pull factors), but because of many other factors which could also be at play (e.g. government policies etc.) and of similar importance (Kubursi, 2006; Jennissen, 2006; IOM, 2004; Bonifazi, 2001). Concurrently, it is widely suggested that diversity training could support the creation of a supporting climate of all employees' social integration at the workplace so to contribute collectively to organisational goals (ibid). It further represents an important social network and structural aspect that can determine social support, cohesion and social capital (CIPD, 2017; Herring and Henderson, 2015; Song, 2012).

Methodology:
A longitudinal survey would allow prospective applicants to examine the extent to which diversity training is offered in UK organisations as part of their efforts to facilitate their migrant workers' social integration at the workplace. Following the relative lack of research focusing on the experiences and perception of social integration at the workplace on behalf of those who have been able to enter the labour market, this research study will shed light as to how diversity training could facilitate the social integration process through the respective perceptions of our research participants.

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Song, L. (2012). Raising network resources while raising children? Access to social capital by parenthood status, gender, and marital status. *Social Networks*, 34(2): 241-252.

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: Exploring employee engagement in context

Academic Project Lead: Dr Sarah Pass

Project Description:

Employee engagement has long been popular in the public and private sector (see MacLeod and Clarke, 2009; Rayton et al 2012), but has only recently become an academic 'hot topic' (Purcell, 2014). Since MacLeod and Clarke's (2009) report on employee engagement (and subsequent Government backing), there has been a flourish of research activity to uncover both what is meant by employee engagement and how we can capture and harvest it. In essence, it has become the (new) Holy Grail. The interest in employee engagement is not surprising, given its potential impact on organisational performance (MacLeod and Clarke). Engaged employees are argued to be more committed to the organisation, go beyond what is expected of them (commonly known as discretionary effort) and be highly motivated. Yet the antecedents that facilitate engagement are still unknown, along with a defined definition of engagement (Purcell, 2014).

In more recent years there has been increasing academic support for the benefits of workforce engagement (Jenkins and Delbridge, 2013; Truss et al., 2013), arguing that engagement 'is not simply a case of repackaging existing ideas' (Yalabik et al., 2013: 2817). However, opinions regarding employee engagement are diverse and there are more questions than answers (Truss et al., 2013), insufficient evidence (Yalabik et al., 2013), and limited critical scrutiny (Guest, 2013; Jenkins and Delbridge, 2013; Keenoy, 2013; Purcell, 2013). Questions remain regarding the implementation and development of engagement initiatives i.e. 'doing' engagement and 'being' engaged (see Truss et al., 2013). Research has also predominantly focused on an over-arching concept of engagement, and there are few (if any) studies that have deconstructed the relationship between employee engagement or specific processes and practices. It is imperative that we start to ask; engaged with what? In addition, research has largely focused on quantitative survey-based research asking employees questions about engagement through a managerial discourse. As a result, there is a lack of employee voice. Although employee voice was identified as significant by MacLeod and Clarke (2009), it has received little attention (Purcell, 2014). Instead employees 'are viewed in a passive role [with] engagement seen as something that is driven by the organisation, rather than something that is largely under the control of employees'' (Francis and Reddington, 2012: 272). This has left several questions. Further research is needed to uncover the fluctuations in engagement (Fletcher and Robinson, 2014) and the impact of contextual issues (Jenkins and Delbridge, 2013).

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: Exploration of the long-term antecedents of diversity training

Academic Project Lead: Dr Stefanos Nachmias

Project Description: Discrimination on the basis of age, gender, ethnicity and other factors is still a major organisational issue. The challenge for organisations is to develop strategies that would enable organisations to address the changing employment relationships (Ehrke, Berthold and Steffens, 2014). Although diversity training is key method in addressing those challenges and developing individual skills (Pendry, Driscoll and Field, 2007), evidence suggests that current training activities fails to deliver change at organisational and individual level (Tomlinson and Schwabenland, 2010). However research on diversity training is disappointing, particularly around the long-term outcomes of diversity training at organisational level (Alhejji et al., 2016). It is upon this backdrop that the project aims to fulfil this knowledge gap by exploring the impacts of diversity training at organisational level. Of course organization-level outcome is complex theoretically and methodologically because of the need to establish causality. Nevertheless, the project aims to address those challenges by exploring the outcome of diversity training at organisational level and how long the outcomes of diversity training will be evident or observable. It offers the opportunity to create critical framework by providing the 'badly needed credibility and value of diversity training' (Combs and Luthans, 2007:115) and provide a more rigorously explore diversity-training outcomes in a multiplicity of contexts, including different organizational types, sectors and categories of employees.

Methodology: A longitudinal survey is required to explore the effect of investment in diversity training and develop a robust framework on organisational outcomes. The measurement of diversity-training outcomes by simply asking participants does not capture the complex effects of diversity training at different levels within the organisation (Alhejji et al., 2016). Thus, the project aims to collect data from both participants and managers.

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: A study of informal enterprising amongst marginalised migrants

Academic Project Lead: Angelo P. Bisignano

Project Description: Migrants risk deadly sea crossings across the Mediterranean to seek refuge from conflicts as well as economic opportunities in Europe. Little is however known about the immediate post-arrival dynamics of these migration processes (Castles et al., 2014). Recent research has focused on recorded migration in the formal economy, overlooking migrants' activities in the informal economy (Dustmann and Frattini, 2014). Some categories of migrants are in fact more likely to work under exploitative conditions in the informal economy (Anderson, 2007) as their uncertain status and transitory domicile often prevent them from seeking formal work in the short term (Shelley, 2007). In addition, the transitory status of marginalised migrants means they are also more likely to suddenly relocate. This implies that the available opportunities for such research are few and often require urgent action immediately after arrival (Zontini, 2010). Thus, this project will increase knowledge on the informal activities of marginalised migrants such as asylum seekers, over-stayers, irregular, unauthorised, and undocumented migrants (Düvell et al., 2008). This is important in order to understand social integration's dynamics of the increasing number of marginalised migrants in European society. In spite of structural difficulties, migrants traditionally thrive in promoting enterprise (Smallbone et al., 2003). The notion of Gemeinschaft helps to explain how migrants are able to mobilise social ties within tightknit communities to access resources and competences (Ram and Jones, 2008). If this is critical for the survival of marginalised migrants, it also means that their enterprising activities often take place within the shadows of the formal economy (Ram et al., 2007). Nevertheless, informal enterprising of marginalised migrants remains an unexplored reality, (Colombo, 2013; Webb et al., 2014). Therefore, looking at migrants' post-arrival integration processes, our interest is in addressing the question: how do marginalised migrants start, promote, and sustain enterprising activities in the informal economy?

In spite of policy makers' renewed interest in the impact of informal enterprising (Williams, 2015), the attention of European governments remains focused on the macro-level (Europa, 2014). Yet, understanding the informal economy is also critically relevant at micro and meso-level (Faist, 1997).

At the micro-level, we will welcome projects that explore how informal enterprising activities shape the lives of marginalised migrants. Proposals can focus on how individuals make sense of enterprising (Cohen and Musson, 2000); on how they construct an enterprising self (Watson, 2008); and on how they make sense of social expectations (Vazquez del Aguila, 2014) or of the factors preventing formal work (Dayton-Johnson et al., 2009). At the meso-level, we will welcome projects that investigate how the enterprising activities of marginalised migrants relate to and transform local social communities. We welcome proposals that explore how informal enterprising activities are embedded and how they shape societal meanings, expectations, and practices in the communities affected by migration. Proposals can draw upon theories such as Migration Systems (Castles et al., 2014) or Social Networks (Granovetter, 1973) to evaluate how social capital in these communities is capable of producing access to enterprising opportunities (Massey et al. 1993), of shaping, or preventing them (de Haas 2007).

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: International Postgraduate Students and their Perceptions of the Effectiveness and Value of Personal and Professional Development Modules.

Academic Project Lead: Dr Claudia. M. Bordogna

Project Description:

The aim of this investigation would be to support academic staff tasked with the development of postgraduate personal and professional development- both inside and outside of the formal classroom environment. We wish to understand the effectiveness of current taught modules that focus solely on post graduate student CPD. We wish to understand how our international cohorts perceive the effectiveness and value of these modules. We wish to analyse and evaluate the type of developments made by students who undertake these modules. For example, do these modules positively correlate with an improvement in student employability and academic performance? Do these type of modules translate to the different cultural traditions that our students come from? Are they therefore applicable, are they sensitive to the different cultural needs of students from a range of cultural backgrounds? The study could take either a qualitative or a quantitative approach. Moreover, candidates wishing to engage in a project of this nature will have access to a relevant research sample, supported by senior academics, with ethical approval from the Schools ethics committee.

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Hall, G., & Wai-Ching Sing, T. (2009). Mind the Gap? A case-study of the differing perceptions of international students and their lecturers on postgraduate business programmes. *International Journal of Management Education,* 8(1), 53-62.

Jackson, N., & Ward, R. (2004). A fresh perspective on progress files- a way of representing complex learning and achievement in higher education. *Assessment & Evaluation in Higher Education*, 29(4), 423-449.

Monks, K., Conway, E., & Ni Dhuigneain, M. (2006). Integrating personal development and career planning. *Active Learning in Higher Education,* 7(1), 73-86.

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: To what extent are International Academic Staff (IAS) able to use their international teaching experiences to influence diversity in pedagogical policies and procedures within an HEI?

Academic Project Lead: Dr Claudia M. Bordogna

Project Description:

Internationalisation is an important strategy if HEIs are to survive in a turbulent global environment. Competition is fierce, where Countries traditionally known for sending international students, are now receiving, and recruiting global talent. One strategy used by HEIs in quest for global diversification is the recruitment of IAS. Whilst initially the recruitment of IAS may be viewed wholly positively by stakeholders, it seems many HEIs simply see the recruitment of IAS as "ticking a internationalisation strategic box"- thereby creating a veneer of internationalisation. The fact is, internationalisation is more than just a "tick box". It requires a shift towards ethnorelativism and a willingness to change the institutions culture to enable IAS to meaningfully contribute to the development of the institution, its research, and its pedagogy. The wealth of experience brought to any HEI by its IAS needs to be recognised and acknowledged. This acknowledgement comes from institutions actively encouraging and supporting their IAS to contribute towards changes within the institution. From a pedagogical perspective, as HE cohorts become more complex and learning cultures more diverse, it seems logical to allow IAS who have experience of teaching and supporting students from their culture to offer ideas and process to enhance international student learning; whilst retaining the educational characteristics of the Country in which they are working. This is therefore not to suggest that the home learning culture is subjected to "otherness". It simply means allowing IAS to offer innovations that can transform the learning environment for the benefit of all the students, creating a more dynamic and integrated learning experience.

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N. Maadad, (2014). Global academics moving down under: Living and learning a new academic culture. *International Perspectives on Higher Education Research.* (11). pp. 137-151.

S. Saltmarsh & T. Swirski (2010). 'Pawns and prawns': international academics' observations on their transition to working in an Australian university*. Journal of Higher Education Policy and Management*. (32)3. Pp. 291-301.

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: Organisational knowledge networks

Academic Project Lead: Dr John Israilidis, Senior Lecturer in Project Management

Project Description:

Although organisations recognise the strategic importance of managing knowledge, employees often struggle to form healthy knowledge networks finding it difficult to access and use known knowledge. This in turn can limit opportunities to explore unknown knowledge, an important ingredient of problem identification, efficient project execution and learning.

This project aims to investigate knowledge sharing and exchange mechanisms within and between business units to explore knowledge dynamics of organisational networks. Mapping of knowledge networks will be performed using Social Network Analysis (SNA) and extensive elaboration on the challenges faced by organisations in implementing such methods is expected to be undertaken. In addition, part of the project will be to map interactions and incorporate concepts that are presently underdeveloped in the literature such as ignorance and/or the illusion of knowledge. A case study can be used to help answer the research questions and test some of the assumptions and validity of the model to be generated.

This study contributes to current theoretical debates in the areas of knowledge management (KM), organisational learning and performance. It has also been designed to help practitioners operationalise KM by making best use of organisational knowledge networks.

The successful applicant is expected to have good knowledge of network theory and will have had experience in using Ucinet/NetDraw or other similar SNA tool.

Keywords: knowledge networks; organisational learning; knowledge management; knowledge dynamics; SNA

Indicative Bibliography

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: Users as change agents: User driven business model innovation for Positive Energy Districts

Academic Project Lead: Dr Kostas Galanakis

Project Description:
Objectives: Identify exploitation opportunities comparing new venture propositions between people living and working in Positive Energy Districts (PEDs) and those that do not, by considering differences in energy consumption, its antecedent decision-making factors and behaviour change over time.
Expected Results: Trigger change in PED citizens and user energy consumption behaviours through technology (e.g., via habit changes through the opening of "windows of change"), the spread of shared economy, and/or social influences (e.g., normative group influences) in the PED environment. Explore opportunities for energy providers to tap into new expectations and behaviours differentiating their business models designing.

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: Business Model Archetypes for Value Generation by Positive Energy Districts

Academic Project Lead: Dr Kostas Galanakis

Project Description:

Objectives: To identify and codify innovative business models. To formulate competitive strategies utilising value chain needs.
Expected Results: Develop a framework of commonly understood set of business models archetypes, patterns and visualisations of possible combinations. Provide clarity for managers regarding '*what'* key stakeholders' expectations are and '*which set'* of expectations should be prioritised for future scenarios.

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: Experiential learning, behavioural competencies, and entrepreneurial intentions

Academic Project Lead: Dr. Marco Furlotti

Entrepreneurial intention is "a self-acknowledged conviction by a person who intends to set up a new business venture and consciously plans to do so at some point in the future" (Thompson 2009: 676). Such intention is important, because scholars have demonstrated that the preference for self-employment is an important indicator of actual involvement in new venture creation.
Because entrepreneurs face complex, emergent, multifaceted problems in resolving uncertainty and exploiting opportunities, they require a set of competencies that enable them to activate the appropriate behaviors in various situations. In particular, emotional, social, and cognitive competencies have been highlighted as critical to many key entrepreneurial processes.
Accordingly, those persons who are endowed with such competencies may believe they will be better prepared to meet those challenges, and may exhibit stronger entrepreneurial intentions.
Due to the nature of competencies, experiential learning (Kolb 1998) is likely to be critical to their development, especially if the experience is developed in the workplace (Sørensen and Fassiotto 2011).
Recognizing the importance of experiential learning for the development of work-related competencies, NTU and many other universities, allow students to perform extended internships as part of their academic curriculum. Casual observation suggests that those internships raise students' motivation and academic performance above those of students who did not take advantage of such experiential learning opportunity. However, this intuition needs to be corroborated by more rigorous investigations. Moreover, the effect of the learning experience needs to be purged from the effect of confounders such as individual and environmental factors. Furthermore, it needs to be established whether the internship also affects entrepreneurial intentions.
The type of curricula that exist at NTU allows implementing quasi-experimental research designs, or well-matched comparison group designs that are reasonably powerful for establishing possible evidence of the learning experience effectiveness.
Complemented with qualitative investigations, such quantitative investigations would yield valuable insights into how universities can foster entrepreneurship among students.
Similar methods can be applied to the same research settings for inquiring into the effect of internships (and of other forms of experiential training enacted within an academic context) on other work-related competencies an attitudes, and academic outcomes. Predictably, this research program may produce a suite of interesting studies at the intersection of entrepreneurship research and pedagogic design.

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Sørensen, J.B., M.A. Fassiotto. 2011. Organizations as Fonts of Entrepreneurship. Organization Science 22(5) 1322-1331.
Thompson, E.R. 2009. Individual Entrepreneurial Intent: Construct Clarification and Development of an Internationally Reliable Metric. Entrepreneurship Theory and Practice 33(3) 669-694.

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: The analysis of China's NEV policies and technologies: Imitation or innovation?

Academic Project Lead: Dr Michael Zhang

Project Description:

China became the world's largest car market in 2009, overtaking the United States. China's vehicle stock grew from 16 million in 2000 to 154 million in 2014, registering an annual growth rate of 17.5%. The rapid growth of vehicle ownership in China in recent years raises such concerns as urban traffic congestion, energy security, air pollution and climate change. In big cities like Beijing, vehicles are responsible for 31.1% of PM2.5 emission from local sources, topping any other single source (Beijing Municipal Environmental Protection Bureau, 2014; Zhao, Hao and Zhang, 2015).
Following the French and UK government initiatives to ban sales of new diesel and petrol cars by 2040, the Chinese government is also considering seeing a deadline to end the manufacturing of vehicles powered by internal combustion engines (ICEs) (Financial Times 2017). The formulation of such a policy is underscored by a previous government policy promoting alternative energy mixes and technologies to design and produce new energy vehicles (NEVs). In the "Industry Development Plan for Energy Saving and New Energy Vehicles", the accumulated sales of battery electric vehicles and plug-in hybrid electric vehicles were projected to reach 5 million in 2020 (Chinese State Council, 2012; Zhao, Hao and Zhang, 2015). Actual sales of NEVs reached 507,000 including buses and commercial vehicles in 2016, accounting for 45 percent of the world total (China Association of Automobile Manufacturers).
The process of decarbonising transport is multi-dimensional, but the specific focus of this project is the critical analysis of specific business strategies in response to the Chinese government's NEV policies. Decarbonisation efforts can be split into two types – changes to the fuel used, and changes to the powertrain unit, the engine. Both strategies have been tried and implemented in many developed economies in recent years, with various degrees of success and failure. Given the nature of the Chinese economy as an emerging economy, we are motivated to understand the underlying rationale for the Chinese government, and businesses, embarking on a technological transition to decarbonise the transport sector in general and the car industry in particular.
From this we derive three key research questions:

1. What are the key factors underlying China's recent developments of NEV policies and technologies?
2. Are the developments of China's NEV policies and technologies to be regarded as imitation or innovation?
3. What will be the lessons from the Chinese experiments in policy and technology changes in developing NEVs?

In recent years, a growing volume of research has been published on the drivers and consequences of the 'Biofuels Frenzy' (Ackrill and Kay, 2012; 2014) since the start of the 21st century. Within this, however, there has been relatively little attention paid by the social science research community to the role of the automotive industry, despite its centrality to technological innovation and implementation. The *Journal of Sustainable Mobility*, launched in 2014 and edited by one of the supervisors, has only just begun to correct this (Zhang, 2014; 2015; Zhang and Yazdani, 2014; Zhao et al., 2015). The focus of this project, however, extends beyond this gap in the literature, to explore the challenges faced by companies who must respond to policy by making choices between different existing and possible future technologies. Moreover, with policy evolving over time, carmakers and fuel companies must try to 'get ahead of the curve', and be ready to accommodate future,

tighter, emissions and efficiency goals, rather than simply catch up with existing policy targets.

This project is conceived of as multi-disciplinary, involving inputs from management science (in particular strategy and innovation studies), institutional economics, and policy science. The research will involve extensive use of fieldwork interviews with policy-makers and representatives of the automotive and fuel industries in China.

The proposed research method for this particular project is a mixed method. The successful candidate will engage in both quantitative and qualitative data collection and analysis. The project will explore co-evolution and the nature of links between the car industry, the fuel industry and policymakers in China. A grounded theory approach, via these specific instruments, will allow for novel theoretical contributions in this under-researched area. (678 words)

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Ackrill, R. and A. Kay. (2014) *The Growth of Biofuels in the 21st Century: Policy Drivers and Market Challenges*. London: Palgrave.

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: Exploring the emergence of new forms of resistance to the implementation of socio-ideological controls in the workplace

Academic Project Lead: Dr Ofelia Palermo

Project Description:
Concepts of organizational control mechanisms and forms of resistance to them have been at the centre of organizational studies research. This project would focus on investigating actors' resistance to contemporary organizational control mechanisms in the workplace. Although, an expansive and well established literature documents contemporary control mechanisms, little empirical research has been devoted to the understanding of new forms of resistance to them (Fineman, and Sturdy, 1999; Gabriel, 1999, 2008; Raelin, 2011). This is surprising given that organizational scholars have long noted that new organizational control mechanisms always give rise to new forms of resistance (Braverman, 1974; Burawoy 1979, 1985; Gabriel, 1999; Ashcraft, 2005; Gabriel, 2008; Lonsdale et al. 2015). Ashcraft (2005) argued that control and resistance are intertwined. Similarly, over a decade ago, Gabriel (1999, p. 192) noted that "new forms of control generate new forms of resistance, resistance which may go un-noticed if one goes about looking for it in the way that earlier sociologists did". Gabriel (2008) suggested that new forms of resistance may take new forms that are subtle and often hard to detect. He further added that "in spite of the formidable disciplinary mechanisms ... today's workplace creates its own possibilities of opposition, with employees displaying a bewildering range of responses which qualify, subvert, disregard or resist managerial calls for flexibility, commitment and quality... At times, fear and insecurity may dominate their responses, yet frequently they show ingenuity in supplanting and contesting management discourses, turning them into objects of amusement, cynicism or confrontation". Although Gabriel (2008) touched on a number of possible 'new' forms of resistance, he did not investigate them empirically, nor did he explore how the 'new variants of opposition and dissent' are used by employees. Therefore, it is not at all clear what forms the resistance is taking and how it is used by employees. Against this background, this project is designed to uncover and explore de novo forms of resistance in response to new control mechanisms. The study would focus on the workplace as well as on the 'uncontrolled spaces' or what Gabriel (2008) calls "unmanaged and unmanageable" spaces because they are "the natural starting point for understanding how, why and when workers contest" (Roscigno and Hodson, 2004, p. 15).
This project is driven by one significant theoretical observation. Extant studies that have highlighted the presence of new control mechanisms (Braveman, 1974; Burawoy, 1979; 1983; 1985; Edwards, 1979; Knights, 1990, 1992; Knights & Vurdubakis, 1994; Marsden, 1993; Barker,1993; Peters and Waterman, 1982; Mumby and Putnam, 1992; Fineman, 1993; Kets de Vries, 1988; Krantz, 1989; 1990; Oglensky, 1995; Lonsdale et al., 2015) mainly looked at the different modes of those new controls (e.g. personal vs. impersonal), and the different levels at which they can occur (e.g. at the level of the customer-provider relationship; at the level of the manager-employee relationship). Research on employees' resistance and dissent to new forms of control mechanisms is very limited and represents no more than anecdotal observations. For instance Gabriel (1999 and 2008) carefully articulated why new forms of resistance have emerged, but did not elaborate in details on the forms of this resistance. Furthermore, the limited studies that have focused on organizational actors' response to new control mechanisms (Collinson, 2003; Fleming, 2005) particularly looked at the implications of those mechanisms on individuals' subjectivity. These contributions show a notable lack of focus on actors' collective responses to new control mechanisms. This project aims to close this gap by exploring actors' collective response to new control mechanisms.

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: Climate Change Adaptation and Mitigation in the NHS England: The impact of policies on strategies and processes

Academic Project Lead: Dr Petra Molthan-Hill

Project Description:

The aim of this PhD project is to map and evaluate the different policies, strategies and processes of the NHS England with regards to climate change adaptation and mitigation and to measure and suggest improvements on how the health sector contributes to two of the United Nations' Sustainable Development Goals: SDG 7, Ensure access to affordable, reliable, sustainable and modern energy for all, and SDG 13, Take urgent action to combat climate change and its impacts.
The latest report from the Sustainable Development Unit of the NHS England (2016) estimates that the carbon footprint of the health and care sector represents 39% of public sector emissions in England. At the same time the health sector is strongly contributing to the National Adaptation Programme making sure the health system is resilient and adapted to climate change (Healthcare System Adaptation Report Working Group 2015). NHS England is therefore committed to policies and processes in relation to climate change mitigation ("Technological change and substitution that reduce resource inputs and emissions per unit of output. Although several social, economic and technological policies would produce an emission reduction, with respect to Climate Change, mitigation means implementing policies to reduce greenhouse gas emissions and enhance sinks" IPCC, 2007: page 84) and adaptation ("Initiatives and measures to reduce the vulnerability of natural and human systems against actual or expected climate change effects " IPCC, 2007: page 76).

In 2015, countries adopted the United Nations' Sustainable Development Goals. Two of the seventeen goals are dedicated to climate change mitigation and adaptation and each sector is encouraged to contribute to these global goals. This project seeks to develop models representing the efforts of the health sector in England and developing frameworks on how the health sector could contribute successfully to climate change mitigation and adaption.

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: Multicultural business-to-business relationship management

Academic Project Lead: Dr Weixi Han

Project Description:
The position involves the conduct of research projects with multicultural organisations in the supply chain sector and their partners.

Multicultural business-to-business relationships are adaptive systems which operate in complex business environments. Inevitably, in today's economic world, diverse cultures exist within various countries and nationalities which increase the likelihood that cultural clashes will arise. A strong focus beyond that of the international multicultural supply chain perspective is required to explore, explain, develop, and test aspects of supply chain management. Studies exploring the dynamics of organisational culture have acknowledged that it provides direction, cultural adaptation, as a learning process, can mitigate the negative impacts of cultural differences in business-to-business relationships by generating benefits for the organisations engaging in those relationships. The supplier skill complementarity, supplier goal compatibility, supplier financial soundness and information systems compatibility are accessed once partners confirm that they are ready to cooperate. Future research could focus on the management and measurement of multicultural collaborative business to business relationships. The PhD programme undertaken when conducting the research concentrated on a strategy process perspective in addressing the linkages inherent in multicultural cooperation through partnering relationship management, utilising evaluation and refining criteria in examining the processes of renewal and business advantages.

Specifically, research can use combinations of qualitative and quantitative methods or qualitative methods over time to better capture the variables and outcomes of interest. Hence the research would be focused on the field of supply chain management both practically and theoretically. A strong focus beyond that of the international multicultural supply chain organisations perspective is required to explore, explain, develop, and test aspects of supply chain management.

It also implies the publication of the output of the research in academic and professional journals. More specifically, the research will mainly focus on humanitarian supply chains design and management for effectiveness and value creation purpose. The main duties of the PhD candidate are gathering and analysing data from the partnering organizations, designing, exploring and developing a modelling framework, and running experiments. The student will spend some time with the partnering organizations to understand their operations and supply chain processes.
Reading list:

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2. Barratt, M., Choi, T.Y. and Li, M. (2011) Qualitative case studies in operations management: Trends, research outcomes, and future research implications. Journal of Operations Management, 29 (4), 329-342.
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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: Social Norms Approach Study

Academic Project Lead: Dr Abraham Brown

Project Description

1.0 Introduction

Despite growing evidence of the negative health effects of alcohol use, many adolescents engage in underage drinking, and binge drinking, in particular (Fuller-Thomson et al., 2013; Bewick et al., 2013; Dieterich et al., 2013). Evidence suggests that binge drinking among adolescents is associated with car accidents, physical fighting and alcohol poisoning (Fuller-Thomson et al., 2013; Viner and Taylor, 2007; Swahn et al., 2004). Adolescent who use alcohol are also likely to be involved in unprotected sex, are more tended to have multiple sexual partners, and are often female drinkers who experience higher rates of sexual victimization and teen pregnancy (Champion et al., 2004; Ramisetty-Mikler et al., 2004; Dieterich et al., 2013). Apart from this, prevalence is high among some ethnic groups in the UK and elsewhere. A study found that Black African people in the UK have higher rates of drinking compared to most South Asian ethnicities, but lower rates of alcohol use than the general population and people from white backgrounds (Hurcombe, Bayley and Goodman, 2010).

Past research shows that normative perceptions shape behaviours mainly because of the rewards associated with conforming to the referent group behaviour and punishment for non-compliance (Bosari and Carey, 2003; Dejong et al., 2006). Individuals, especially adolescents, tend to conform to erroneously perceived group norms as they wish to or feel pressured to follow imaginary peers (Perkins, 2003). For instance, studies have shown that young people tend to overestimate the permissiveness of peer attitudes and undesirable behaviour (descriptive norm) such as alcohol and tobacco use or underestimate the extent to which peers engage in healthy behaviour (Bewick et al., 2013; Turner, Perkins, and Bauerle, 2008; Borsari and Carey, 2003). To understand the mechanism underlying alcohol use (and heavy drinking), this study examines the effects of normative constructs (i.e. injunctive and descriptive norms) as well as outcome expectancies on adolescent alcohol use.

2.0 Methods

The objective of the study is to conduct a cohort epidemiological study of alcohol use among youth and adult students (age 16-35). Participants will be drawn from white, Asian, Black Caribbean and African ethnicities. The student survey is intended to recruit white students from schools that have at least 30% ethnic minority (e.g., Black Caribbean/African, South Asian, and Chinese youth) enrolled. Sample recruitment will be based on a sampling scheme to approximate the percentage of white youth residing in the geographic units (i.e., England). Prior to this, a pilot study will be conducted to assess normative perceptions in two universities (i.e., in the East Midlands). The rationale is to test the possible effects of the intervention in a sub-population (using group discussions) before conducting the main survey.

Two waves of data will be collected for the main study. The surveys will be conducted annually, and students will be followed after first academic year. After survey wave one, social norms campaign will be implemented for three months to inform students in the selected universities of the actual drinking norms and the misperceived norm. An integrated communicated strategy will be used to inform students of the healthy drinking norm. Survey wave two will be conducted one month after the social norms campaign to examine possible changes in normative perceptions and drinking habits.

The schools will be selected from the two geographic units in England (West Midlands and East Midlands). To permit sample representativeness, a total sample of 600 students from the two universities will be randomly selected. Each geographic unit/region will be allocated a sample of 300 respondents. Prior to this, the universities/colleges will be selected via purposive sampling. Students who may be lost to attrition will be recruited to replace those lost at follow-up.

3.0 Expected Outcomes

Given the health consequences of alcohol use, interventions that are aimed at evaluating alcohol use patterns among youth may help policy makers to elucidate the underlying mechanisms that drives young people to drink. In addition, the present high prevalence levels among youth suggest that proper understanding of the factors that drive young people to use alcohol is needed to inform health advocates and policy makers to provide the requisite programmes to reduce heavy drinking. It is therefore expected that this study will provide further evidence-based information that will unravel some of the reasons why alcohol use among young people is prevalent. The project is also intended to assist health advocates in designing effective interventions that would positively shape drinking culture of young people.

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: The Implementation of Sustainability in Asymmetric Supply Chain Relationships

Academic Project Lead: Dr. Cagri Talay

Project Description:

Overview

How relational approaches can foster the implementation of sustainability policies in asymmetric supply chain relationships in the apparel industry, characterized by powerful retailers and small apparel suppliers. This research focuses on relationship perspectives in sustainability because of the limited application of the relational view identified in the sustainability literature (Toubolic and Walker, 2015).

Sustainability goals in terms of ecological impact, social responsibility and geographical proximity of suppliers may well reduce the alternatives available to purchasers by excluding those suppliers, or even countries, unable to meet the buyer's sustainability requirements. A reduced supply base can then impact other variables such as cost levels, subsequently reducing the negotiation power of buyers no longer able to exploit price competition among a large number of alternative suppliers (Gadde and Håkansson, 2001). Brindley and Oxborrow (2014) reported a dramatic power shift in supply chains that may influence sustainability. Therefore, this research aims to investigate sustainability in asymmetric relationships between small apparel suppliers and large apparel retailers in the UK.

Power and dependence have been investigated extensively by IMP researchers, as an important factor in strategic supply relationships (Talay et al., 2018a, Meehan and Wright, 2012) and in asymmetrical business relationships (Johnsen and Ford, 2008). However, business relationships are vital in sustainability implementation in supply networks. Where power is exerted in supplier-buyer relationships, a large buyer can coercively enforce its suppliers to respond to its requirements (Vachon, 2007; Hingley et al., 2015, Talay et al., 2018b). In contrast, trust and cooperation are essential relational elements for the implementation of sustainability (Geffen & Rothenberg, 2000).

Method

It is anticipated the exploratory nature of this research will use qualitative approach and case study method in dyadic relationships of suppliers and large buyers. Primary and secondary data is required to collect and analyse regarding sustainability practices and policies of apparel industry players.

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: Understanding Consumers' Willingness to Pay More for Green vehicles.

Academic Project Lead: Gomaa Agag
Project Description

Reducing carbon emissions worldwide appears as a crucial challenge, especially in the transport sector. The report of the international energy agency (IEA) suggests that the transport sector contributes approximately one-fourth of the total worldwide greenhouse gas emissions, which are predicted to increase from 23 to 50 % by 2030 (IEA 2009). In 2017, U.K.'s total carbon emissions reached around 5 billion tons and the transport sector is responsible for 16 % of the total. As U.K has become one of the largest energy consumer and carbon emitter in the world, increasing the energy efficiency of vehicles and exploiting energy-efficient transport innovations are viewed as a key component of efforts to cope with the increasingly serious environmental problems. In addition to limits on greenhouse gas (GHG) emissions, many 29 countries have formulated targets for the use of renewable energies and progress in energy efficiency 30 making the issue of target and policy coordination essential.
Willingness to pay (WTP hereafter) a premium price for ethical product features. In order to contribute to this debate, this project aims to investigate consumers' purchase decision making by measuring their WTP a premium for lower CO2 emitting vehicles.

This topic can be investigated by utilising quantitative approach or mixed method. Therefore, the researcher can use survey and focus groups for the purpose of data collection.

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: Retail internationalisation in China in the digitalisation era
Academic Project Lead: Dr Lisa Qixun Siebers

Project Description:

China partially opened its retail sector in 1992 to foreign operations. Western retail giants have entered China since 1995. In the first decade, they expanded fast by transferring new retail formats and bringing advanced retailing methods and large capital (Coe and Hess, 2005). They captured the growing number of Chinese middle-class consumers, who were attracted by their modern formats and tailored products and services (Siebers, 2011), despite paying relatively high prices compared to urban markets. Western retailers' growth peaked in 2004 through rapid market adaptation (Siebers, 2012). However, following full liberalisation of the retail sector in 2005 after China's WTO entry, Western retailers' competitive advantages weakened instead of showing the expected faster growth. Some of their business practices received criticism, e.g. Carrefour's flouting laws and regulations and imposing illegal charges on suppliers (Siebers *et al.*, 2015). Moreover, China's economic growth leads to increasing consumer demands and rise of property rent. Consequently, some Western retailers divested from China (e.g. OBI; Best-Buy); some closed many stores (e.g. Wal-Mart; Carrefour); and others sold the majority of their shares (e.g. Tesco). These phenomena intensified from 2010, when internet shopping became Chinese consumers' new preferences for seeking low prices (Siebers and Xun, 2014). To respond to these changes, existing Western retailers have implemented innovative strategies, including renovating stores and introducing online shopping experiences. Recent research shows that Western retailers apply hybrid practices in China, focusing more on the local society and consumers, learning from their market operation experiences (Siebers, 2017). Nevertheless, some of their new strategies have already failed. For example, Tesco's new retail format–Life-space shopping centre in Qingdao, opened in 2010, was sold in 2013 due to lack of competitive advantage.
Western retailers struggle to meet the local market demands is believed to relate to their corporate social responsibility (CSR) practices. The behaviours of some Western retailers by which they deal with local suppliers and customers have exacerbated social concerns about transferring their costs to local labour and consumers, thus threatening their corporate image. In addition, Western retailers have almost all started to collaborate with Chinese local online platforms such as Alibaba, JD.com, and Tencent. These activities bring both opportunities and challenges (Siebers, 2018). This project aims to answers two specific research questions:
(1) What are the strategies of Western retailers to respond to the latest consumer demands in postdigital China? (2) How do Western retailers respond to local stakeholder requests for social orientation to sustain growth in China?

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: Chinese investments in African countries
Academic Project Lead: Dr Lisa Qixun Sieber

Project Description:
African countries have continued to attract substantial amounts of foreign investments, thus becoming an attractive proposition, particularly at this stage of economic development, many sectors in developed markets and other large emerging economies (such as China) become saturated. Yet, the mystery of how to do business in African countries and the risk of market failure across the continent remains, caused by various uncertainties associated with political instability, poor infrastructure, cross cultural challenges, external global shocks, and so forth. Foreign firms face challenges of understanding the institutional environment, including the investment climate, employment issues, and local consumers in Africa. African agencies have also become equally important because they determine the success of foreign investment (Mohan and Lampert, 2013). Therefore, to gain a good understanding of local knowledge of African countries becomes vital.

Potential research proposals should focus on strategy, management, and marketing issues in African countries, preferably sub-Saharan African countries, covering inter-related topics including transfer of management practices, firm internationalisation, and marketing strategies. An example of expected research orientation can be obtained by reading Kamoche and Siebers (2015). Your proposals should consider both the African local environment and consumers because these have become different for Chinese firms entering an African market. It is significant to make knowledge work, which can lead to a larger degree of success. Chinese firms have gained greater learning experience from multinational enterprises (MNEs) expanding in China. Moreover, these firms more likely understand the local knowledge of an African market better, because they have faced a similar home market environment.

Recent years have seen fast shifts of institutional demands from businesses to local consumers and society in China (see Siebers, 2017). These changes urge Chinese firms to learn local knowledge in African markets at a profound level, combining their learning in the home market and from global experiences to effectively respond to African local markets. Therefore, your key research questions can be chosen from the following: Are there best practices in an African market? How do Chinese firms differentiate themselves in African markets? To what extent are hybrid management practices effective in African markets? What are the strategies of Chinese firms implement in African and are these strategies sustainable? How competitive are Chinese firms compared to developed market firms and other emerging market firms in a particular African market? How do Chinese firms use their learned knowledge and gain new knowledge in Africa? How do local institutions encourage or impede Chinese firms' expansion in Africa? What are the recent changes of consumers and society in an African market and how do Chinese firms respond to these changes? Considering these questions, theoretical foundations can be drawn from firm internationalisation into emerging markets; transfer of management practices; localisation strategies; cross-cultural issues in emerging markets; consumer and social changes in African markets; retailing and use of social media in African markets; the growth of service sector in African markets; CSR as strategies. Comparison studies across markets (one should be from Africa) are welcome.

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: Emergence of service systems. Service Technologies and Business Models for transforming Uncertainty into Opportunity.

Academic Project Lead: Dr. Michael Ehret, Reader in Technology Management.

Project Description:
While developed economies are dominated by services, usually accounting for 80% and more of Gross Domestic Product, emerging economies are using services to leapfrog economic development. In both -developed and emerging economies- novel technologies and business models furnish a service-driven transformation: the internet of things and smart contracting approaches enabled by blockchains empower resource sharing and transform manufacturing into service industries, mobile technologies help to close infrastructure gaps empowering actors at the bottom-of-the-pyramid to leapfrog economic development. Service approaches also can help to mitigate, reduce if not eliminate emissions and negative effects of economic activity and enhance the sustainability of value chains. The field of service systems opens a boon of high-impact research opportunities:

- **Macro-level studies of the emergence of service systems** aim to reveal the drivers and dynamics of the emergence of service systems at the bottom of the pyramid. Service-system perspectives open a path for the systematic approaches for orchestrating service technologies with business models for a virtuous emergence of service systems (see Anderson/ Ostrom, 2015: Vargo et al. 2017; Wirtz/Ehret, 2019).
- **Implications of service systems for strategic positioning:** In service economies, almost any activity can be bought by the tap on a screen. How can companies establish and sustain competitive positions within a service economy? In particular, what are the strategic implications of the rise of platform business models in domains such as computing, transportation or industrial manufacturing for strategic positioning of firms? (Ehret et al. 2013; Wirtz & Ehret, 2019)
- **The role of stakeholders in service business models**: Service business models thrive on cocreation across organizational, industrial and institutional boundaries. How can companies engage employees and external stakeholders for establishing sustainable business models? A particular promising domain are business models for sustainable supply chains. (Barney, 2018; Boulding et al. 2005; Ehret et al. 2013)
- **Analytical approaches to the emergence of service systems:** One key characteristic of emergence is its open-system character. While there is no scientific way to predict emergence, simulation approaches like agent-based modelling offer an inroad towards the understanding of the dynamics of such a system (Sawyer 2005; Wirtz & Ehret, 2019)
- **System uncertainty**: Service systems offer a virtuous approach to transform uncertainty into opportunity. Options theory offers analytical approaches for quantifying uncertainty and developing business models and contracting approaches, for example pricing for car-sharing, power-by-the-our contracts or contract manufacturing. This offers the opportunity for theory and evidence based analytical study. (NDubisi et al. 2016)

Any project will build on a theory-driven and evidence-based approach and will be linked to collaboration with the service research community, i.e. through dedicated phd-colloquia and pre-conference workshops.

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: Examining the Nexus between Advertising Ethics and Culture.

Academic Project Lead: Dr Nazan Colmekcioglu

Project Description:

At its most fundamental level, ethics is often understood as a reference to "just or "right" standards of behaviour between parties in a situation, based on individual moral philosophies" (Bush and Bush 1994, p. 32). By extension, advertising ethics tends to focus on "what is right or wrong in the conduct of the advertising function, and concerns questions of what ought to be done, not just what legally must be done" (Cunningham 1999, p. 500). Classifications of ad ethics differentiate between message (or content) and business ethics (Drumwright and Murphy 2009; Drumwright 2012). Message ethics relates to the ethical parameters surrounding the creation, dissemination and processing of ad messages or the 'micro' perspective (Drumwright, 2012) of ad ethics. In contrast, a business ethics approach adopts an organisational or 'meso' perspective (Drumwright, 2012) and deals with the ethics of the ad industry. The focus within this stream has been on uncovering practitioner attitudes towards ad ethics (Drumwright and Murphy 2004; Drumright and Kala 2016) or on how ad agencies should manage ethics (e.g. Hyman et al. 1990; Drumwright and Murphy 2009; Hyman 2009). Linking both these streams is yet a third more earlier perspective based on a largely philosophical or 'macro' approach (Drumwright 2012) focusing on the aggregate effects of advertising. Here, the debate revolves around whether advertising serves as a 'mirror', merely reflecting the values of its target audiences (Holbrook 1987) or instead as a 'distorted mirror', and therefore as a manipulator of audience values (Pollay 1986; 1987). Despite the rich stream of studies exploring specific domains of consumer ad ethics, our knowledge of what constitutes ad ethics purely from a consumer's perspective remains much more limited. As a result, our understanding of the relationship between different audience derived ethical domains is also lacking.
Compounding the aforementioned gap in knowledge, is the notable absence of exploring ad ethics from different cultural perspectives beyond Western markets (Drumwright and Kala 2016; Moon and Franke 2000). As Drumright and Kamal (2016, p. 173) argue this gap in our knowledge "has not received attention commiserate with its importance". The notion that ethics vary across cultures has a rich and established tradition (Casmir 2013). Consumer perceived ethics are also dependent on cultural variations and by default, perceived ad ethics is also bound by a cultural dilemma since the target audience's "culture filters our perceptions of what constitutes good or responsible consumption" (Belk et al. 2005, p. 7). Rising concerns of ad ethics in the popular and trade press of other global marketing contexts warrants extending the contextual domain of ad ethics (Drumright and Kamal 2016). As LaFerle (2015, p. 163) notes, if ad agencies are to succeed in an increasingly diverse marketplace, then "ethical behaviour and cultural knowledge are key". This study therefore proposesto extend the domain of ad ethics by seeking investigate the structure of ad ethics from a cross cultural perspective. In doing so, a new understanding is sought on the relationship between ad ethics and cultural values.

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: The perception of cycling and cyclists amongst non-cyclists: exploring opportunities for social marketing interventions to increase commuter cycling rates in the UK.

Academic Project Lead: Dr Seamus Allison

Project Description:

The aim of the research is to explore the perception amongst non-cyclists of cycle commuting and cyclists in order to gain insights to inform social marketing interventions designed to increase cycling rates. The insights gained and interventions highlighted should be accessible to and have policy, and planning relevance for, practitioners in this area.

Policy background and research rationale

In 2014 the UK Government drew up a plan to invest £214m to promote (Deputy Prime Minister's Office, 2014) - to address such issues as obesity, the nation's health, EU emissions targets, road safety and congestion. The Government has also made a strong economic case for increased cycling, citing a positive cost-to-benefit ratio of around 5:1 (Department for Transport [DfT], 2015).

There is evidence to suggest that following long-term decline more people are now cycling (Paton, 2015), but relative to use of motor transport cycling is still a minority activity amongst commuters.

Research already points to a range of situational barriers to cycling, such as infrastructure, traffic volumes and cost (Pooley, 2011), but there is limited research exploring less tangible concerns, such as how cyclists and cycling is perceived. Perceptions that are held of people, institutions, products and activities, and especially of peers and reference groups are important and unless cycling can be seen as both attractive and aspirational efforts to increase participation will be hampered. This research seeks to provide insight in this area.

Theoretical perspective

The research seeks to view cycle commuting from three theoretical perspectives: *social marketing*, *consumer culture theory (CCT)* and social/personal *identity formation*. In this configuration CCT and identity formation are seen as the lenses by which consumer behaviour is analysed to gain insight and social marketing is the device to create meaningful behaviour change interventions.

Social marketing is an individual-oriented marketing approach designed to deliver benefits to society (National Social Marketing Centre, 2015). The UK Government seeks to "kickstart a cycling revolution…" such that "…cycling levels rival those in Denmark, the Netherlands and Germany" (DfT, 2014:p4). The achievement of such ambitious goals would involve considerable behaviour change amongst key population groups; social marketing's focus on individual level behaviour change (Hoek and Jones, 2011) suggests its application has a part to play in supporting policy implementers to achieve these goals.

Consumer culture theory is defined by Arnould and Thompson (2005) as a composite doctrine that addresses consumer identity, marketplace culture, socio-historic patterning and consumer ideology. Of especial interest is understanding the associations that exist

between identity formation and personal development, and how the notion of what might be called 'cycling culture' (Rosen, Cox, and Horton, 2007; Kuipers, 2012) might impact this relationship.

Identity formation involves both continuous self-evaluation and social comparison (Neff and McGehee, 2010). Social identity needs a social context, and 'being at one' with a certain group or tribe (Maffesoli, 1995), or being similar to that defined group, is key. These people represent the 'in' group, whilst all others are the 'out' group (Stets and Burke, 2000). Identifying with, and feeling part of, a positively perceived social category (or reference group) helps in the affirmation of personal identity but if a chosen category (e.g. cycling fraternity) is perceived to be at odds with positive self-definition then this will be perceived as the 'out' rather than 'in' group. Understanding how to align the multiple identities of self and 'cyclist' may well offer some insight into how commuters can be encouraged to engage with cycling. Key to gaining an insight into how this might be achieved is to understand how 'cycling culture' is perceived by target groups.

Method

Research in the areas of social marketing, CTT and identity formation often takes a qualitative approach but in keeping with the views of Arnould and Thompson (2005) this is not a prerequisite. Current work by faculty in this area includes both qualitative research (focus groups based on projective techniques) and quantitative work involving large sample sizes. We are open-minded regarding well planned and executed research taking either approach.

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Nottingham Business School PhD Project
NTU Studentships 2019 - Closing Date of Applications: 25/02/19, 5pm GMT.

Project Title: (Working title) Mothers in Business

Academic Project Lead: Dr Su Beesley

Project Description:

The main purpose of this research is to gather evidence to understand why women give up work after having a child to focus on setting up their own business. The project will be divided into two stages. The first stage will be the identification stage to identify and understand the demographic and specific individual personality traits and situations. This work will be part of a pilot study and concentrated in the UK. During the second stage the researchers will apply experimental measures derived from game theory to gain incentivised decisions that link together with the data from stage one so as to develop a full set of attributes. The methodology is a combined procedure of Theoretical Triangulation (as opposed to data or investigator triangulation) and behavioural economic measures. Theoretical Triangulation will involve a combination of three methodologies:

- Surveys (Nardi, 2018).
- Behavioural Interviews (Grimm et al., 2014).
- Comparison of literature and statistics (Collett, 2015).

Interviews and surveys will be developed for women in their mid 20s – late 30s, and these women will be selected using the criteria that the women will have (recently) had children and left a paid position in industry, and are either embarking upon, or have started up, their own business. Recent literature suggests that women will start up their own businesses for the following reasons:

a) Self-realisation (Ullah, Abbas & Akbar, 2010; Marti et al 2014).
b) Propensity for risk (Bennett & Dann, 2000; Marti, et al 2014). (Boden & Nucci, 2000; Krasniqi, 2010).
c) Finding a work/life balance (DeMartino & Barbato, 2003).
d) A desire to seek and obtain business skills (Mroczkowski, 1997; Dhaliwall, 1998; Akehurst, 2012).
e) Earn more [than in a paid position in order to contribute further to the household finances] (Welsh, 2014).
f) Need to seek self-employment [to merge parenthood and work] (Marti, Pacor and Mas-Tur 2014).

In Stage 2 we will design a series of experiments and surveys to measure participants' personal preferences (risk, trust, time, honesty, and equity) to compliment the data collection in stage 1. Building on the ongoing work of Cameron and Shah (2015), and in line with Hofmann et al., (2014) WPM will deploy the technological advances that the Web data collection, via Qualtrics, offers. The team will design and tailor games to address and measure differences in the countries, based on the GF-analysis, income, religion, technologies, status and diversity. We will design measures for:

- Risk and Loss Preferences (Binswanger, 1981; Eckel and Grossman, 2002, Puzon & Willinger, 2016, Kocher et al., 2016)
- Time preference (Andreoni, Kuhn and Sprenger 2013; (Kamijo et al. 2016; Grolleau et al. 2016)
- Equality - Social Preference Games (Chmura et al., 2005; Chmura and Bryce, 2017)
- Ultimatum Game/Dictator Game: (Roth et al., 1991)
- Trust Game (Investment Game): (Berg et al., 1995; Eckel & Wilson, 2004, Willinger et al. 2003)
- Public Good Game: (Gächter et al., 2010; Grolleau et al., 2016; Kocher et al., 2016)

- Lying Game: To measure participant's honesty (Fischbacher and Föllmi-Heusi, 2013)

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