

## Research project and supervisory team

<b>Supervisory Team</b>	Supervisor Name <a href="#">Dr. Jenny Pu</a> <a href="#">Prof. Alain Chong</a>
<b>Short introduction &amp; description of research project</b>	<p>This research project explores how multinational companies respond to rising nationalism in host countries—particularly how they communicate to maintain legitimacy and competitiveness in politicized environments. As global markets become more sensitive to national identity, foreign firms are increasingly challenged not just by regulations or local competitors, but by public perceptions shaped by national sentiment.</p> <p>The project examines the role of strategic communication—how organizations use language and messaging to align themselves with the values and expectations of local stakeholders. It also investigates how digital platforms, such as news media and social media, amplify these dynamics, reshaping the competitive landscape for both domestic and foreign firms.</p> <p>Broadly, the project seeks to understand:</p> <ul style="list-style-type: none"> <li>• How nationalism influences business legitimacy and consumer perceptions</li> <li>• How firms craft public narratives to build trust and counteract bias</li> <li>• What strategies are effective in managing reputation and stakeholder relationships in contested markets</li> </ul> <p>To tackle these questions, the research combines insights from international business, organizational studies, and information systems, and applies quantitative methods including text analysis and empirical modeling.</p> <p>We are seeking highly motivated students to contribute to this interdisciplinary research project. We welcome applications from students in the following areas:</p> <ul style="list-style-type: none"> <li>• Business and Management (International Business, Strategy, Organizational Studies)</li> <li>• Communication and Cultural Studies</li> <li>• Political Economy, Sociology</li> <li>• Data Science or Computer Science</li> </ul>
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