

Research areas in PhD programmes: Nottingham University Business School China

Accounting

Sustainability accounting and disclosure, Taxation, Audit and assurance, Financial reporting, Management accounting and decision making, Corporate governance, Corporate finance, Accounting and information system

Economics

Environmental and sustainable economics, energy economics, international economics and trade, banking and financial economics, macroeconomic forecasting, the Chinese economy, microeconomics, applied econometrics, economics of digitalization, experimental economics.

Entrepreneurship and Innovation

Governance in science, Technology and innovation, Start-ups, Family business, Entrepreneurial platforms and ecosystems, Economics of innovation, Digital entrepreneurship, Psychology and entrepreneurship, Entrepreneurship education, and Venture capital investment

Finance

Corporate finance, Asset pricing, Capital markets, Fintech, International finance, Innovation, Banking, Entrepreneurial finance, Household finance, AI Insurance, superannuation, ESG Investing, Real estate, Applied financial econometrics, Islamic finance, Machine learning applications in Financial markets

Organisational Behaviour and Human Resource Management

Career management, Human resource management, Labour relations, Leadership and team dynamics, People management in the digital era

Information Systems

E-commerce, Mobile commerce, Digital platforms, Business analytics, Social media, E-health, Healthcare information systems, Fintech, Design science, Digital ventures, Artificial intelligence, Blockchain implementation, Augmented reality applications, Sustainable digital ecosystems, Human-AI interaction, Digital Well-being

International Business and Strategy

Foreign direct investments, Global strategy and organisation of MNEs, Innovation, International management, Management in emerging economies, Strategic management

Operations and Supply Chain Management

Strategic sourcing, Sustainable supply chains, Supply chain innovation, Supply chain optimization, Social and environmental supply chain, Made-in-China 2025, The Belt and Road initiative, Supply chain finance, Green supply chain, Digital operation analytics, Digital supply chains

Marketing

Services marketing, Consumer behaviour, Transformative potential of digital innovation, Retail management, Digital marketing, Customer experience management, Tourism and hospitality management, Service ecosystem, Sustainable marketing, Green marketing, AI use in marketing

Supervisor list

Applicants can find the list of potential supervisors on the [faculty members'](#) page.