



**University of
Nottingham**
UK | CHINA | MALAYSIA



UNNC - ZUFE Doctoral Training Partnership

Available research areas

1. Digital Economy

- Electronic and mobile commerce
- Digital economy and industrial upgrade
- Emerging digital business models, including new retail, entertainment and healthcare sectors
- Data science and intelligent decision-making
- Statistical theory, algorithm, and application based on big data and complex data
- Marketing and consumer behaviour in the Internet environment
- Digital economy and audit value
- Assessment and risk management of urban digital economy development

2. Innovation and Entrepreneurship

- Innovation and entrepreneurship management
- Private equity and entrepreneurial finance
- Influence of government policy on innovation and entrepreneurship

3. Financial Management and Fintech

- Artificial intelligence and quantitative investment
- Business intelligence and Internet finance
- Transformation of economic institutions in the emerging markets and corporate financial behaviour
- Economic transformation and optimization of accounting system

4. Organisation and Operations Management

- Organisation behaviour
- Strategy and operations management
- Corporate social responsibility
- Intelligent supply chain and complex system management

5. Public Management and Smart City

- Human resource management in public sector
- Urban emergency management based on big data
- City economy and governance
- Environmental protection and green technology

6. Foreign Language and Literature Studies

- Cross-culture Translation Research
- Women's Literature Translation Research
- Comparative Studies of Chinese and English Languages
- Corpus Linguistics Research

Potential Supervisors

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