



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



UNNC - ZUFE Doctoral Training Partnership

It's essential that you have contacted the UNNC and/or ZUFE supervisors before applying.

Formal applications should follow the instructions in '[How to apply](#)' section.

Research areas

1. Digital Economy
2. Innovation and Entrepreneurship
3. Financial Management and Fintech
4. Organisation and Operations Management
5. Public Management and Smart City

Available PhD topics (updating)

PhD topic	Mentoring in China
ZUFE Supervisor	Wenbin NI
UNNC Supervisor(s)	Abby Jingzi Zhou
Short introduction & description of the PhD project	This project aims to explore mentoring practices within the specific context of China. Rooted in Chinese culture, mentoring in China could differ from practices in the West. Specifically, the mentorship includes the roles of both mentors and senior mentees within a family-like structure. We aim to explore Chinese mentoring and its role in enabling the career development or job satisfaction of employees.
Contact points	Informal inquiries may be addressed to Wenbin NI (nwb@zufe.edu.cn) and Abby Zhou (abby.zhou@nottingham.edu.cn).
PhD topic	Predictive and Prescriptive Analytics for optimising Emergency Medical Service (EMS)
ZUFE Supervisor	Prof. Zujun Ma
UNNC Supervisor(s)	Dr. Lei Liu Dr. Zhao Cai
Short introduction & description of the PhD project	The objective of this project is to enhance the delivery of emergency medical services (EMS) by optimizing resource allocation and dispatching strategies for ambulances and paramedics. Leveraging state-of-the-art machine learning techniques, we aim to develop predictive models capable of accurately forecasting high-demand areas for emergency services. These forecasts will enable proactive positioning of EMS resources to ensure rapid response times. To translate these forecasts into actionable strategies, we will employ advanced operations research methodologies for prescriptive analysis. This will allow us to make informed decisions regarding the dispatching, scheduling, and routing of EMS vehicles and personnel. Our approach is designed to ensure that the

	right resources—with appropriate equipment and trained teams—are dispatched in a timely manner, thereby reducing response times and potentially saving lives. The project will be conducted in close collaboration with the Ningbo 120 emergency centre, drawing upon their operational insights and data to inform our models. Additionally, the initiative is supported by the Nottingham China Health Institute, which will provide both expertise and resources to aid in the research and implementation of our findings.
Contact points	Informal inquiries may be addressed to Dr. Lei Liu (lei.liu@nottingham.edu.cn), Prof. Zujun Ma (zjma@zufe.edu.cn), Dr. Zhao Cai (Zhao.Cai@nottingham.edu.cn).

Potential Supervisors

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For more UNNC potential supervisors, please visit: https://www.nottingham.edu.cn/en/business/people/academic.aspx		
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