

Research areas in PhD programmes include:

### **Accounting**

Financial reporting, Auditing, Management accounting and decision making, Corporate governance, Taxation

### **Economics**

Macroeconomics, International economics and trade, China economic development and Chinese firms, Financial economics

### **Entrepreneurship and Innovation**

Governance in science, Technology and innovation, Start-ups, Family business, Entrepreneurial platforms and ecosystems, Economics of innovation

### **Finance**

Corporate finance, Asset pricing, Capital markets, Fintech, International finance, Applied financial econometrics

### **Human Resource Management and Organisational Behaviour**

Ethics and responsible management, Employee attitudes, behaviour, well-being and performance, Organisation studies/ organisation theories, Human resource management, Leadership

### **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, New retail ecosystem, Augmented reality applications

### **International Business and Strategy**

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

### **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

### **Marketing**

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