



University of
Nottingham
UK | CHINA | MALAYSIA

2024-25



Faculty of Humanities and Social Sciences
Annual Report

I would like to express my sincere thanks to all colleagues - FHSS has had a highly-productive year. The achievements and accolades detailed in this report are testament to the dedication, commitment and hard work of everyone in the Faculty. It is vital to recognise the efforts of individuals, and I hope we offer sufficient opportunities for this, but our work is a team effort, and there are lots of colleagues behind each and every individual measure of recognition. So - thank you to the unnamed people who make these achievements happen, as well as huge congratulations for the successes we have listed.

Our growing portfolio of programmes and our state-of-the-art research facilities are testament to the talent within the Faculty and the ambitions we share for the Faculty, and we are continuing to build on this.

Our ADs do excellent work to support our activities, and as you can see, we have been busy on all fronts!

I extend our deepest thanks to colleagues who are moving on, and the warmest of welcomes to our new colleagues. We hope those moving on will regard UNNC as a pivotal career role, and that those joining will find opportunities to excel in their careers.

I know we are all committed to ensuring the strength and future success of FHSS, and as you will see from this report, we are on a strong trajectory, so thank you again to everyone for your contribution.

Professor Catriona Morrison
Dean, Faculty of Humanities
and Social Sciences



Dean's Message



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About Us



4 Schools

Economics
Education and English
International Communications
International Studies

1 Language Centre



17.65%



20 Research Units

1 Municipal Key Lab
1 Municipal Research Base
1 University Research Centre
10 Faculty Research Centres
7 Faculty Laboratories



0.89%



113 Academic Staff

16 Professors
24 Associate Professors
37 Assistant Professors
12 Teaching Fellows
24 Language Tutors



1.49%



2990 Students

2315 undergraduate students
502 master students
173 doctoral students

Selected Student Awards

Competition	Winner(s)	School	Award	Level
The 3 rd Micro-Video Contest on Green Development Stories	Gu Bowen	International Studies	Finalist Award of the Individual Category	International
The 6 th National Speech Competition of Area Studies for College Students	Gu Bowen	International Studies	Excellence Award	National
The 6 th International Qiushi Prize for Poetry Writing and Translation	Li Jiayue	Economics	Third Prize	National
	Feng Wenyi	Education and English	Excellence Award	National

2024 “外研社·国才杯”
“理解当代中国”全国大学生外语能力大赛
理解中国 沟通世界


Competition	Winner(s)	School	Award	Level
2024 FLTRP Guocai Cup “Understanding Contemporary China” National Foreign Language Proficiency Competition	Sha Shuhan	Economics	Silver Prize	Provincial
	Bai Zuyi	Education and English	Bronze	Provincial



Competition	Winner(s)	School	Award	Level
2024 the 5 th “CTC Youth Cup” International Organizations Document Translation Competition (English to Chinese)	Ma Xiaonan	Economics	Third Prize	National
	Wang Lvyin	Education and English	Excellence Award	National
	Su Yujing	Economics	Excellence Award	National
	Bai Zuyi	Education and English	Excellence Award	National
	Wang Yashi	International Studies	Excellence Award	National

2024 the 5th “CTC Youth Cup” International Organisations Document Translation Competition (Chinese to English)

	Wang Yining	International Communications	Third Prize	National
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Competition	Winner(s)	School	Award	Level
The 30 th China Daily “21 st Century Cup” National English Speaking Competition (Zhejiang Final)	Yan Xinyue	Economics	Second Prize	Provincial

Selected Staff Awards

Winner(s)	Award	Level
Anwei Feng Shaun Goldfinch Sadia Jamil	Elsevier Highly Cited Chinese Researcher (2024)	International
Jessica Hatrick	Society for Cinema and Media Studies: Innovative Pedagogy Award	International
Filippo Gilardi Thomas Whyke	The Commission on the Status of Minorities at the Association for Education in Journalism and Mass Communication (AEJMC): 2 nd Place Faculty Paper Award	International
Meiying Wu Vivian Yan Smile Ye	Higher Education Research Project in Teaching Development	Provincial
Faculty Office	Vice-Chancellor’s Medal	University
Jun Xia	UNNC RKE Impact Award (2024): Policy Engagement Award	University
Jen-yu Chou Seongyong Lee Yolanda Liu Vivian Yan Zhaoyu Zhu Faculty Office: Education and Student Experience Team	FHSS Education and Student Experience Award	Faculty

Membership

Royal Society of Arts	Fellow	Douglas Bell Rosaria Franco Filippo Gilardi	Thomas Whyke Corey Schultz
Royal Historical Society	Fellow	Matteo Salonia	
	Associate Fellow	Rosaria Franco	
Chartered Institute of Linguists	Member	Antonio Muñoz Barragán Kyung Min Nam Jose Pellon	Bingxu Tang Vivian Yan Yilong Yang
International Finance and Banking Association	Member	Chaoyan Wang	
International Society of Dynamic Games	Executive Board	Shravan Luckraz	

Membership

Higher Education Academy	Principal Fellow	Filippo Gilardi	
	Senior Fellow	Roser Cervera Ping Du Rosaria Franco	Jan Jozwik Godwin Ioratim-Uba
	Fellow	Antonio Muñoz Barragán Chew Chua Jen-yu Chou Yifei Cao Stephen Goulding Lei Hao Derek Irwin Sadia Jamil	Shravan Luckraz Corey Schultz Dan Shi Long Wen Thomas Whyke Yixuan Wang Qie Yi Smile Ye
	Associate Fellow	Yinghua Cui Stewart Gray Bjarke Liboriussen Xuyan Lou Kyung Min Nam	Chen Qu Lily Yu Shixin Zhang Zhaoyu Zhu



The ARRI Virtual Production and Motion Capture Studio



was unveiled on 26 February 2025. In collaboration with ARRI, a global leader in film technology, this studio is equipped with cutting-edge technologies such as real-time LED projection walls and Alexa 35 camera system, and aims to nurture the next generation of film talent at UNNC and beyond.

MA International Public Policy and MSc Economics

have been approved by the Chinese Ministry of Education (MoE). They will commence in the academic year 2025-26 and 2026-27 respectively, with an initial intake of 20 and 30 postgraduate students, and the intake is expected to increase over time.

MSc Psychology (Applied) and PhD Creative Practice

have been submitted for approval by the MoE, and are expected to commence in the academic year 2026-27.

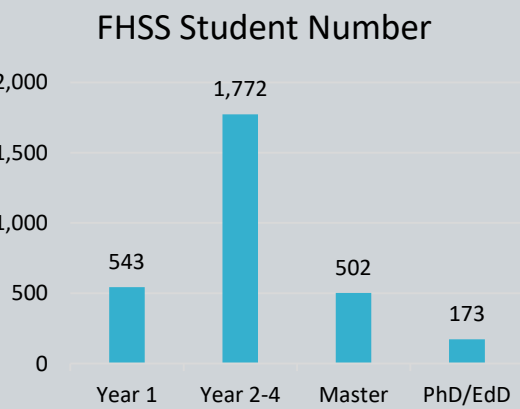
Applied Economics

was successfully recognised as Municipal Key Discipline in January 2025, a testament to its excellence in education, research and innovation. It reflects the continuous commitment to advancing knowledge and contributing to societal development in the following years.

Highlights of the Year

Education and Student Experience

2024-25 was a strong year for ESE in the Faculty, with several excellent strides forward as a result of the consultation in the Away Day 2024. Our plans from the Nottingham Student Engagement Survey included the implementation of FHSS ESE Awards, which highlighted and reinforced the fantastic teaching and learning and saw nominations from staff and students alike. In particular, FHSS led in addressing the opportunities and challenges of emerging technologies, collaborating with the University’s Learning Technologies team as well as conducting research into digital pedagogies in various disciplines. The ESE section of the FHSS Newsletter was extremely active this year, with highlights below, but included a cross-campus gala production with our Malaysia campus in which we led 25 UNNC performers and musicians to celebrate UNM’s 25th Anniversary with staff, students and alumni on a professional stage.

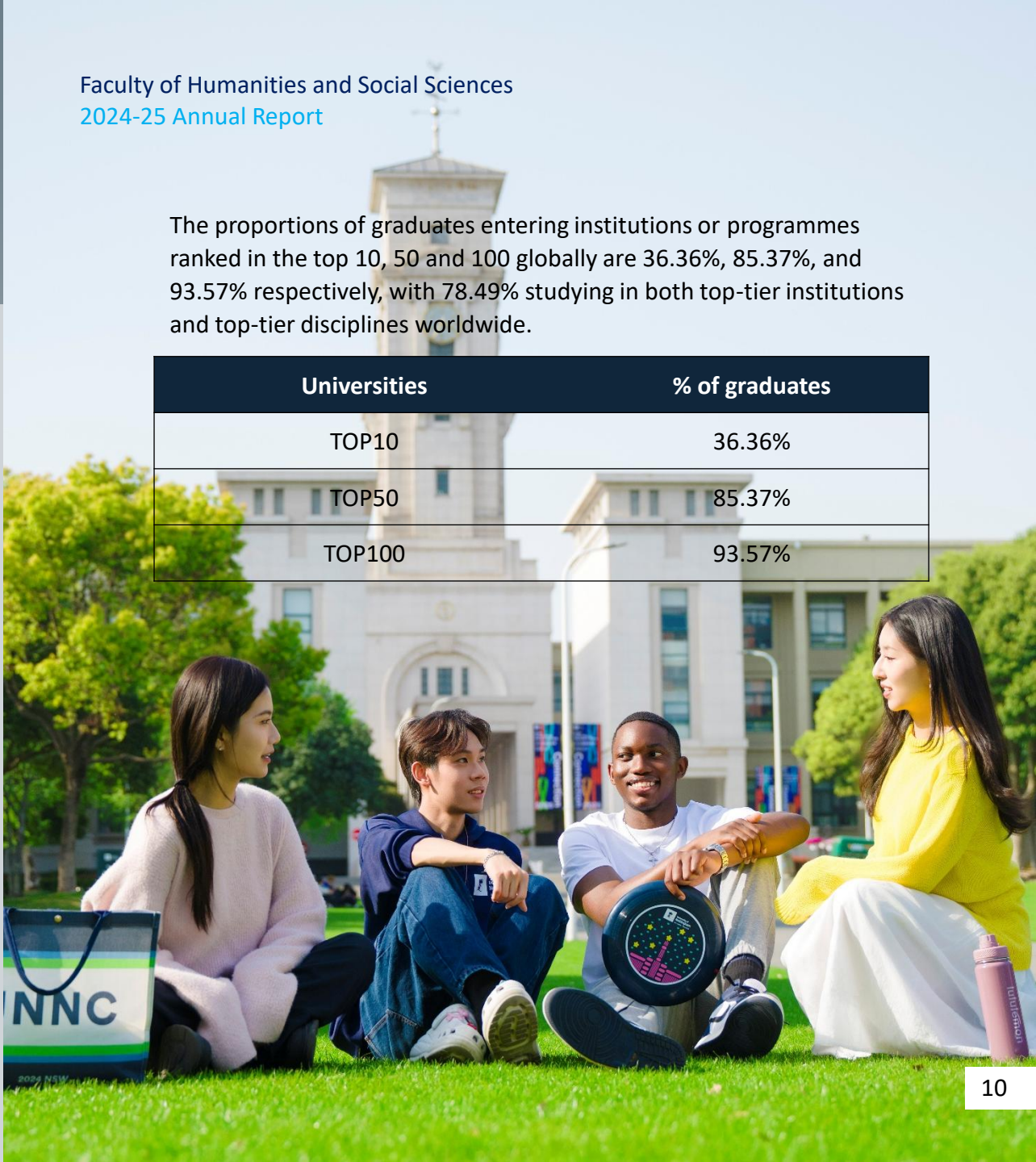


The Faculty offers 14 undergraduate programmes and 14 postgraduate programmes, including 8 taught courses and 6 doctoral programmes, in the academic year 2024-25.

There are 2990 students in total, including 2315 undergraduates, 502 master students and 173 doctoral students, covering over 30 countries and regions.

The proportions of graduates entering institutions or programmes ranked in the top 10, 50 and 100 globally are 36.36%, 85.37%, and 93.57% respectively, with 78.49% studying in both top-tier institutions and top-tier disciplines worldwide.

Universities	% of graduates
TOP10	36.36%
TOP50	85.37%
TOP100	93.57%



Student Experience and Activities

Selected Activities

Title	Date	Summary
New Students Welcome	2024.9.15-20	The Faculty hosted a week-long series of events welcoming 1,060 new students, facilitating their placement and engaging them into the broad community of FHSS.
Head's Forum	2024.11.6-13	The Faculty organises the event annually, providing an opportunity for students to share their experiences, insights and ideas on various aspects of their academic journey and student life, thus facilitating enhanced contact and communication between students and the Schools.
FHSS Annual Module Fair	2025.4.16	The annual FHSS Module Fair offers undergraduate students a chance to explore the modules available for the next academic year. Students have the opportunity to speak directly with module convenors, gaining detailed insights to help them make well-informed decisions about their studies.

Title	Date	Summary
Workshops on Scholarly Communication: Writing Abstracts and Presentation Skills	2025.2.19	Alumnus Dr Michael Stevens (Writing Lab, Centre of English Language Education) guided 40 FHSS students in crafting conference-ready abstracts through a hands-on workshop. This session, part of the FHSS Student Research Conference initiative, strengthened essential academic communication skills.
	2025.3.19	The second instalment of the FHSS Student Research Conference training series, focused on advanced academic presentation techniques. Participants gained discipline-specific strategies to effectively communicate research findings.




Selected Activities


Title	Date	Summary
FHSS Alumni Sharing Session	2025.3.8	The career-focused sharing session featured distinguished alumni and aimed to support students’ professional development. It offered practical advice, such as insights into diverse career paths for humanities and social sciences students, from graduates who have successfully navigated their post-university careers.
The 2 nd FHSS Student Research Conference	2025.4.12	The conference engaged more than 100 participants across three campuses, showcasing 34 student research projects. Distinguished alumni shared research career insights while Faculty and PhD mentors provided constructive feedback, strengthening participants' academic profiles and presentation skills.
FHSS Rising Star Award	2025.5-6	This initiative was designed to recognise and reward outstanding student achievements, with emphasis on academic progression, research excellence, and extracurricular contributions. In Academic Year 2024-25, 54 awards were granted.

Employability Development




During the exclusive visit to NetEase headquarters, FHSS students gained first-hand insights into China's dynamic digital ecosystem through interactive sessions with senior executives. The experience provided deep dives into successful viral marketing campaigns while offering practical career navigation strategies for the tech industry, effectively bridging classroom theory with real-world applications.





FHSS students gained strategic insights at Deloitte Shanghai through expert sessions on AI in consulting and government-enterprise collaboration. Participants networked with professionals and applied for internships, with a selection of candidates advancing to interviews.



At Ogilvy Shanghai, FHSS students learned about agency operations, creative development, and tech trends from senior leaders. The visit was praised as "inspiring" for career paths, with hands-on exposure to advertising's real-world challenges and innovations.

Employability Development



Title	Date	Summary
Professional Development Workshop: Mastering CV Writing and Interview Techniques	2025.2.19	The intensive session equipped FHSS students with bilingual CV-writing techniques and interview strategies, while providing insights into current recruitment trends. Participants submitted their CVs for personalised professional feedback to optimise their job applications.
Summer Internship Referral	2025.6-8	The Faculty assisted in collecting and submitting FHSS students' CVs to potential employers, facilitating successful internship placements during the summer vacation.



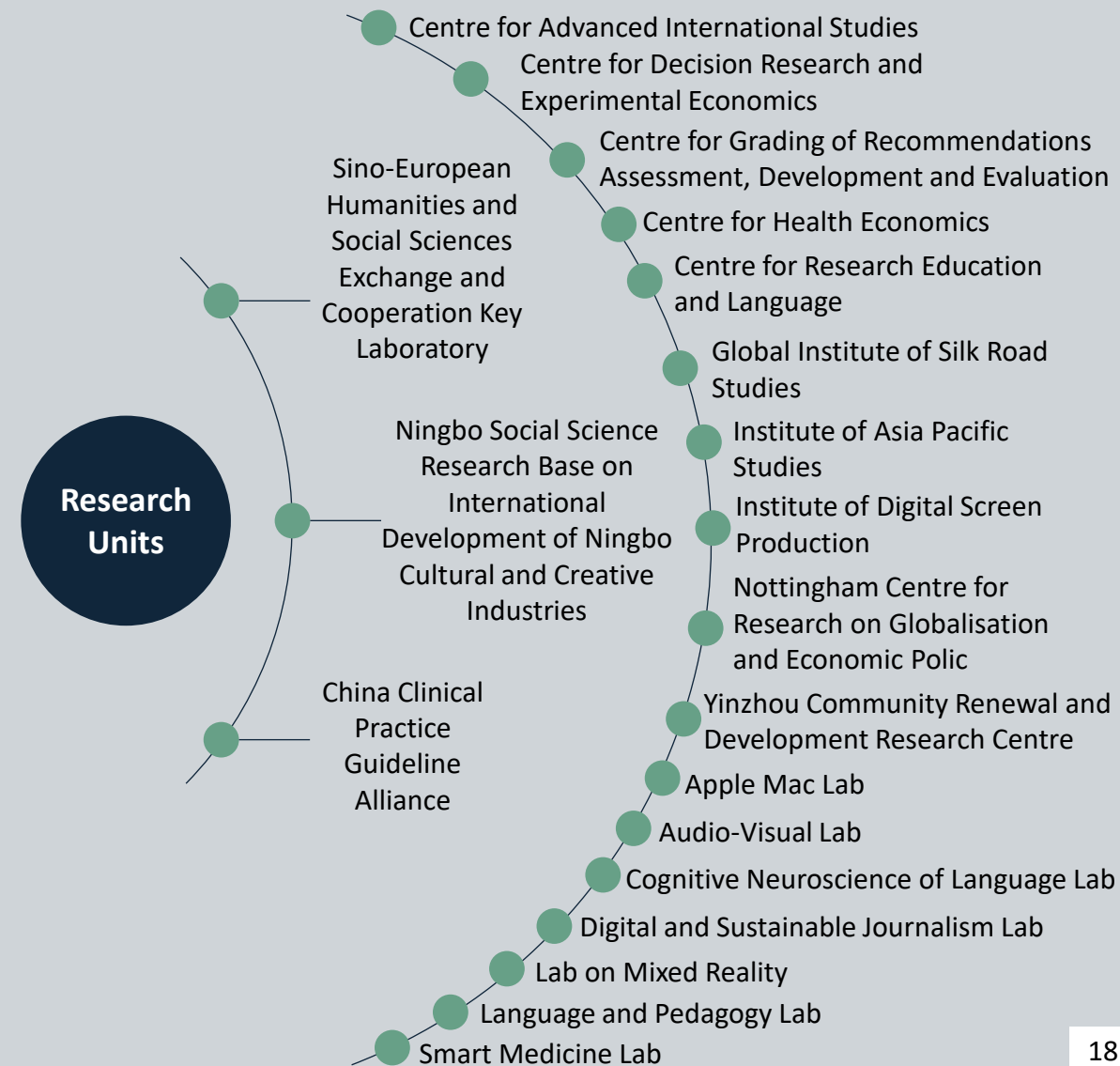
Research and Knowledge Exchange

The past year has been a productive year for the Faculty, with the organisation of events such as conferences, symposia, and the hosting of visiting scholars from domestic and international institutions including the UK campus. Our colleagues continue to build connections with academics around the world, forming collaborative networks to successfully secure funding from the British Academy, National Natural Science Foundation of China (NSFC) and National Social Science Planning Office.

The total grant capture for the Faculty this year includes 2,789,322 RMB in domestic government and commercial funding, and 27,336 RMB in international funds. Two key highlights from this year illustrate the Faculty’s growing reputation externally and internally. Externally, the Faculty was awarded a municipal Key Discipline in Applied Economics, a recognition of

our strengths in the area driven by close connections with local and international industries that contribute to Ningbo’s development. Internally, the Faculty Office of the Faculty of Humanities and Social Sciences were awarded a University of Nottingham Vice Chancellor’s Medal for delivering the Faculty’s Lifelong Learning Project. Now in its seventh year, the Lifelong Learning Project exemplifies the Faculty’s community outreach by making FHSS research talks, UNNC events and activities, and the UNNC campus, accessible to members of the community.

The Faculty is proud of the research achievements of all staff. Through the below exemplars, we highlight the outcomes of our thriving research culture which aims to solve problems and improve lives through a focus on the humanities and social sciences.



Publications

The number of publications from FHSS staff from January 2024 to June 2025 is 181, including journal papers, books and book chapters, among which 126 is captured by Scopus with a Field-Weighted Citation Impact of 1.91. Our publications continue to contribute to UNNC’s ESI performance in Social Sciences, General which has risen to 0.39%.



Selected Publications in Top Journals

Title	FHSS Authors	Journal Title
A critical examination of the use of ‘capitals approach’ in graduate employability research	Li, Z	Critical Studies in Education
Borrowing in an Illegal Market: Contracting with Loan Sharks	Xu, H	The Review of Economics and Statistics
Can learners benefit from chatbots instead of humans? A systematic review of human-chatbot comparison research in language education	Lee, S	Education and Information Technologies
Endogenous network formation in local public goods: An experimental analysis	McDonald, S	Games and Economic Behavior
Identity, agency, and investment in Chinese students’ English naming practices	Weekly, R	Journal of Multilingual and Multicultural Development
Mediatization, the Ambivalent Preservation of Cultural Tradition, and the Appeal of Luxurious Death in Toraja, Indonesia	Jamil, S	Asian Studies Review
Money and mental health: The impact of intergenerational transfers on elderly people in China	Lou, X	Health Economics (United Kingdom)

Selected Publications in Top Journals

Title	FHSS Authors	Journal Title
Norm enforcement on minorities: evidence from traffic violations	Yang, S	Journal of Economic Behavior and Organization
On a mechanism that improves efficiency and reduces inequality in voluntary contribution games	Luckraz, S	Games and Economic Behavior
Pathologies of iterated strict dominance revisited	Qian, X Qu, C	Economics Letters
Reform, hybridization, and revival	Goldfinch, S	Public Management Review
The impact of 24-h take-home exam on language learning and teaching on the China campus of a British university	Yang, Y Qie, Y Hu, Z	Language Testing in Asia
Video-streamed Intangible Cultural Heritage, Ethnic Perceptions, and Cross-cultural Competence in China	Whyke, T Gilardi, F	Journal of Ethnic and Cultural Studies

Selected Most-Cited Publications

Title	FHSS Authors	Journal Title
Development and validation of a prediction model for early screening of people at high risk for colorectal cancer	Lin, L	World Journal of Gastroenterology
Enhancing pre-service EFL teachers' TPACK through chatbot-integrated lesson planning projects	Lee, S	Language Learning and Technology
Identity, agency, and investment in Chinese students' English naming practices	Weekly, R	Journal of Multilingual and Multicultural Development
Implementing Universal Design through augmented-reality game-based learning	Irwin, D	Computers and Education: X Reality
Reform, hybridization, and revival	Goldfinch, S	Public Management Review
Rethinking AI: bias in speech-recognition chatbots for ELT	Lee, S	ELT Journal
Sharing information about medical crowdfunding projects on social networking sites	Chen, Z	Information Technology and People
Tourism Demand Forecasting With Multiple Mixed-Frequency Data	Wen, L	Journal of Travel Research

External Research Funding

Selected Research Projects

PI	Project Title	Programme	Funding Agency	Amount (RMB)
Yang Li	Policy evaluation and influencing mechanism of long-term care insurance benefits system from the perspective of family decision-making	Government Funded Research Project (Fundamental Research)	National Natural Science Foundation of China (NSFC)	300,000
Corey Schultz	Jewish heritage in Chinese museums and historical sties	Stein-Arnold Exploration Fund 2024-25	British Academy (BA)	18,400
Jun Xia	Therapeutic strategy for stable systemic lupus erythematosus: a rapid guideline on tapering and discontinuing therapy	Commercial Project	Beijing Hospital	497,776

Selected Conferences and Workshops

Title	Date	Summary
The 7 th Sino-UK Evidence-Based Medicine Forum	2024.11.04	It is an annual conference hosted by the GRADE Centre, which aims at fostering international and cross-disciplinary collaboration in EBM research. This year’s forum attracted over 400 onsite participants and 1,500 online attendees from around the world. The event fostered cross-border collaboration and showcased emerging work in evidence synthesis, implementation science, and guideline methodology.
Round Table: European and Chinese Perspectives on the US Election	2024.11.06	The round table discussed the US presidential elections with a live broadcast of the election. It is set to discuss the candidates, the campaigns, their agenda and what this means to the world especially Europe and China while reacting in real time to electoral outcomes as they are called. The event was hold by the School of International studies and co-sponsored by Centre for Advanced International Studies and Sino-European Humanities and Social Sciences Exchange and Cooperation Key Laboratory.

Knowledge Exchange

Selected Conferences and Workshops

Title	Date	Summary
The 12 th GEP China Conference: China in an Interdependent World: Connectivity, Challenges and Change	2025.4.18-19	<p>The conference was hosted by the Nottingham Centre for Research on Globalisation and Economic Policy (School of Economics), and co-organised by the Sino-European Humanities and Social Sciences Exchange and Cooperation Key Laboratory, the School of International Studies, and the Institute of World Economy at Fudan University.</p> <p>The conference attracted close to 200 participants, including UNNC students and staff, external guests, and students on lifelong learning project, reflecting its wide reach and strong academic influence.</p>
Digital Storytelling and Mobile Tools in Cultural Heritage Preservation Symposium	2025.5.16	<p>The symposium was hosted by the Digital Heritage Centre, IAPS. It brought together a range of scholars, cultural professionals, and institutional representatives, including speakers from the China National Silk Museum, UNESCO East Asia, and the Ningbo Yong Opera Research and Training Center, to examine how mobile tools and digital platforms are shaping the ways we document and share cultural heritage today. 30 internal and external speakers delivered speeches, and 65 UNNC staff and students participated in the symposium.</p>

Title	Date	Summary
The Science and Silk Road Workshop	2024.12.16-17	<p>The Sino-European Humanities and Social Sciences Exchange and Cooperation Key Laboratory, in collaboration with the Global Institute for Silk Road Studies and the School of International Studies, UNNC, co-organised this International Workshop. The workshop brought together numerous experts on the silk road and the maritime silk roads from times gone by, discussing the origins of and the trade in ceramics and glass artefacts along the east-west trajectory and vice versa, stretching from China into Southeast Asia, Central Asia, the Middle East and Europe. A delegation of both the Ningbo Museum and the Palace Museum from Beijing were present and participated in the deliberations. Approximately 50 renowned scholars from mainland China and from across the world presented their work under the leadership of International Studies' Visiting Professor Julian Henderson (UNUK), who is among the top 1 % in his area of archeology.</p>



Selected Conferences and Workshops

Title	Date	Summary
The 4 th CeDEx China Workshop on Behavioural and Experimental Economics	2025.5.24-25	The workshop is an annual research and knowledge exchange activity of the Centre for Decision Research and Experimental Economics China (CeDEx China) which constantly attracts leading scholars from both Chinese and foreign universities. By now, the CeDEx China workshop is highly regarded in the region and has already become the largest and most important workshop in behavioural and experimental economics in the Zhejiang Province. This year around 50 participants attended the workshop and there were around 20 research talks.
Besides the Screen: Collaboration, Co-Production & Translation	2025.06.05-07	The International Conference was hosted by the School of International Communications. It seeks to address questions based on the state of the media, culture and creative industries field, while exploring the various ways in which agency is distributed and negotiated across borders - whether institutional, spatial, linguistic, or technological. This conference brings together 44 scholars, industry professionals, and cultural practitioners from over 22 universities and across the world.

FHSS ‘Glocal’ Public Lecture Series

FHSS has collaborated with the Ningbo Library to co-host the ‘Glocal’ Public Lecture Series since 2020. This series delivers 3-4 lectures every year featuring speakers and topics from each FHSS unit.

Date	Topic	Speaker
Jun 25	国产动画的新探索：从数字水墨谈起 Dematerialisation and Digital Ink-Painting Aesthetics in Contemporary Chinese Animation: Redefining the ‘National Style’ in Deep Sea (2023)	Dr Thomas Whyke
Mar 25	从中国到印度洋：郑和与渡渡鸟的奇妙故事 From China to the Indian Ocean: Zheng He and the Curious Case of the Dodo	Dr Roshni Mooneeram
Dec 24	经济学告诉你，如何在决策中实现双赢 Group Decision-Making, Externalities and Efficiency	Prof Shravan Luckraz

Global Engagement and Partnership

As the first year of a Global Engagement position and initiative at FHSS (and across the University), a number of initiatives and activities have been launched with significant success.

Throughout the year, FHSS has hosted and participated in hosting a number of delegations from highly regarded international institutions. These include the FHSS-led and organised visits from the University of Johannesburg and McGill University. FHSS also took part in hosting delegations from Thammasat University, National University of Singapore and Swinburne University. The FHSS ADGEP also visited the China University of Mining and Technology, Bangkok University, Thammasat University and Kasetsart University, the latter two of which were also visited by the FHSS Dean. To date, cooperation agreements have been signed with

National University of Singapore and are currently progressing with Thammasat University and the University of Johannesburg.

Another major initiative has been the release of the FHSS Podcast 'Beyond the Books', the first academic and research-based podcast initiative from UNNC. Organised by FHSS marketing as well as FHSS academics Dr Mary J. Ainslie, Prof Derek Irwin, Dr Richard Frennaux and FHSS student Keting Zhang, the series has so far released 17 episodes, with a different FHSS academic interviewed each time along with a number of visiting academic guests. The 40-minute long episodes interview academics about a recently published research paper. The series has been released on platforms Spotify, Youtube, Apple podcasts, Wechat, Ximalaya, Xiaoyuzhou and Bilibili, with the highest number of views of an episode now at 11,000. This FHSS-led

initiative is now a major part of UNNC's online presence.

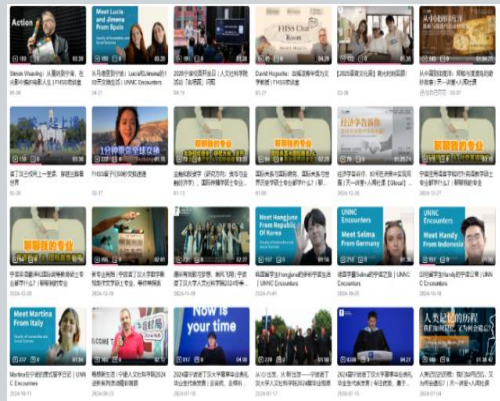
FHSS GEP also began the UNUK/UNNC student exchange initiative designed to increase incoming exchange to UNNC from UNUK. Such figures remain at significant low levels and are highly disproportionate with exchange from UNNC to UNUK. In November 2024 the FHSS ADGEP organised a fact-finding mission to UNUK accompanied by all UNNC ADGEPs. As a result, a working paper was developed and submitted to senior management with a detailed plan to increase incoming UNNC exchange figures from UNUK. This has now been formed into a strategic plan for the whole of UNNC and led to the formation of a Tri-Campus Exchange Committee, of which FHSS is an integral part.

In 2025, for the first time, FHSS also hosted a government-supported Summer School aimed at International Students. Titled 'Chinese Cinema: Theory, Practice and ARRI Certification', it was organised by the FHSS ADGEP and the Head of School of International Communications, and led by IC staff. The initiative made use of the new

ARRI virtual production facilities of IC and the MacLab, with many students being awarded an official qualification in ARRI equipment handling at the end of the school. A diverse contingent of 30 international students from around the globe (including America, Brazil, Canada, Thailand, South Korea, the UK, Ireland, Myanmar, Cambodia and Malaysia) attended the 10-day summer school which also included a trip to the local Hengdian World Studios. For many students this was their first experience of China, and feedback was overwhelmingly positive.

Finally, the restructuring of FHSS administration roles to form and accommodate the new focus on GEP and the ADGEP position has also taken place this year. Most significantly, this involves the creation of the new FHSS Global Engagement Committee, consisting of various key positions across the Faculty as well as School representation and which will meet twice a term. The committee also involves the creation of the new position 'Director of Alumni Relations and Partnerships', which will be in place by September 2025.

Marketing and Communications



Enhanced social media presence and engagement

Our newly established FHSS RedNote account proved highly successful. Through 47 posts, we achieved 25,000+ impressions, 2,840+ engagements and acquiring 1,300+ new followers. The creation and promotion of the #FHSS hashtag further amplified our reach, generating 73,000+ impressions. This expansion effectively engaged the target audiences and increased visibility and discoverability on this influential platform.

FHSS’s official social media has significantly grown across multiple platforms, including WeChat, Bilibili, RedNote and LinkedIn. We achieved a remarkable 30% increase in followers (5,450+ new followers), produced 121 WeChat posts, 132 LinkedIn posts, 47 RedNote posts, 26 videos, and 26 audios. These engaging posts and captivating videos generated over 423,000+ impressions, making a 12% increase compared to the last year. This expanded reach has significantly raised the profile and brand awareness of FHSS.



New social media platform expansion

FHSS podcast projects elevation



Building upon our existing podcasts, we have further elevated them into a unique showcase of FHSS by enhancing content, expanding the speaker pool, and integrating podcast content with offline activities. We achieved 1,080+ subscriptions, 40 episodes, 40,000+ plays and 4,000+ listening hours through FHSS Radio and Beyond the Books: FHSS Research Uncovered. Moreover, FHSS Radio won awards at the Generation Z International Podcast Festival

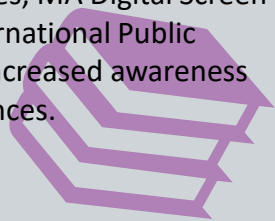


Student Recruitment

FHSS plays a crucial role in supporting University-wide student recruitment efforts, demonstrating our commitment to attracting top talent. Over 55 FHSS staff participated in more than 20 recruitment events, both on-campus and off-campus, including consultation booths and outreach sessions, providing expert consultations to prospective students and their parents.



Additionally, we focused on programme promotion. By developing engaging content, marketing collateral, and implementing digital marketing strategies specifically for the new PGT programmes, MA Digital Screen Production and MA International Public Policy, we successfully increased awareness among our target audiences.



School/Department Highlights and Facts



School of Economics



Overview: The School of Economics has continued its steady growth, offering staff and students alike a vibrant and exciting place to work and study. We continue to attract outstanding students from UG to PGR levels. Our committed academic staff provides students with a rigorous and comprehensive training in economics, working to create a dynamic, collegial and supportive environment in which staff and students can develop, learn and thrive. Our award of a Municipal Key Discipline in Applied Economics provides a welcome boost of additional investment into the School, enabling us to attract outstanding talent which will further strengthen the quality of research outputs, and our ability to deliver a world class learning experience.

Approval by the MoE of a new MSc in Economics to start in 2026 brings further resources and staff that will raise the quality of our PGT programme. In September 2024, we organised a tri-campus teaching and research workshop to discuss deepening collaborations in teaching and research as well as UG curriculum restructuring to enhance student learning and employability. Following the UNUK curriculum review, we are making changes to our UG modules, to ensure their relevance to contemporary issues facing China and the world economy. We have also introduced a new module in environmental economics, reflecting the urgent need for a greater focus on issues of the environment, climate and sustainable development.

The School in Numbers: The School has 29 academic staff from 11 countries; this year we welcomed 1 new staff member - Associate Prof Haibo Xu. In 2024-25, the School had 961 UG and 80 PGT students (the largest cohorts to date), with 214 graduating students. 14 new PhD students entered the programme bringing the total number to 36. Two PhD candidates successfully defended

their dissertations. Over 80% of UG students continue to Masters degrees, with many going to top 50 Universities overseas, including Oxford, Cambridge, Columbia, and the LSE. The School organised 4 conferences on campus, along with 8 internal and 16 external speaker seminars, providing a platform for sharing research. These connect us with speakers from leading Chinese and regional institutions, and engage diverse audiences. We successfully ran 2 summer schools: The 2nd CeDEX summer school in experimental and behavioural economics and the ever popular summer school in mathematical economics for Year 2 students.

Awards, Grants and Recognition: In addition to the aforementioned awards and grants, we congratulate 2 colleagues who received well-deserved promotions to Associate Prof - Xuyan Lou and Jingong Huang. Prof Shravan Luckraz was also elected to the executive board of the International Society of Dynamic Games, the world's largest and most influential game theory society.

Our recent PhD graduates, Chenyuan Yan, was awarded a competitive grant by

the China Scholarship Council to undertake a one-year research exchange at UNUK; Chen Ying, also the manager of the CeDEX Lab, takes up a position at Tsinghua University. Dr Yifei Cao continues his outstanding leadership of the Rising Star Programme, and organised the 2nd FHSS Student Research Conference. The Economics Student Association continues to thrive under the leadership of Dr Wai-Heng Loke, producing an annual student-led journal - the Ningbo Economic Review.

Research, Publications and Events: The School has had a highly productive year for research with a growing number of publications, many in leading journals in their fields. These have included the *Review of Economics and Statistics*, *Games and Economic Behavior*, *Journal of Economic Behaviour and Organisation*, *Applied Economics*, *Health Economics*, *Energy Economics*, *Economic Letters* and *Frontiers in Public Health*.

Under the leadership of Prof Shravan Luckraz, the Centre for Decision and Experimental Economics (CeDEX China), now has a fully operational new lab and has reemerged to become one of the

region's leading centres for behavioural and experimental economic research, with 12 publications during the year.

The newly established GRADE Centre for Evidence Based Medicine, led by Dr Jun Xia, joins our Centre for Health Economics (CHE) and Smart Health Lab to strengthen our capacity in health-related science, research, training and policy. In 2025, the GRADE Center secured 10 externally funded research projects worth over 2 million RMB, produced 11 journal publications, and hosted a major international conference, with over 400 onsite and 1,500 online attendees, fostering collaboration in evidence synthesis and implementation science. The Smart Health Lab is undergoing transition, focusing on activities related to the commercialisation of its smart health home system for sleep apnea detection and monitoring. In 2024, it was granted a patent for technologies developed within its lab. CHE held a workshop in collaboration with the Camphor Economic Circle, aimed at engaging young scholars in the field. The Centre continues to work with local government including the Ningbo Health Security

Administration, Ningbo First and Second Hospitals, and Ningbo Centre for Disease Control.

In April, the Centre for Research on Globalisation and Economic Policy (GEP China) organised a highly successful conference, in collaboration with the Sino-European Key Laboratory. This incorporated the annual World Economy China Lecture given by Prof Heiwai Tang from Hong Kong University. In December 2024, a Green Finance Workshop was organised by Dr Chaoyan Wang, co-hosted with the International Finance and Banking Society (IFABS). Bringing together nearly 140 participants from academia, industry and government, the workshop explored how financial mechanisms can address climate change, promote sustainable growth, and advance the global green finance agenda.

All these achievements and events attract leading scholars, aspiring young academics, and policy makers, strengthening our networks and partnerships for research, and raising the profile of the School in and beyond China.

Excellence in Education and Student

Experience: The School of Education and English (EDEN) continues to lead in the areas of educational excellence and high student experience satisfaction. The strength of our UG, PGT and PGR programmes, all distinguished by teaching and learning innovation, is captured in the consistently high student evaluation scores (SET/SEM). Complementing these student experience outcomes are EDEN's stellar NSES scores, in which overall student satisfaction ranks in the upper 90th percentile across all programmes.

Our academic staff are regularly nominated for such prestigious teaching awards as the Lord Dearing Award and the newly established FHSS Education and Student Experience Award. They are also members of internationally renowned organisations. They love teaching and consistently emphasise student-centered learning.

EDEN's students are clear benefactors of this commitment to teaching as demonstrated by outstanding academic achievements. Several of our students have won national-level Excellence Awards at academic competitions aforementioned.



Our UG graduates go on to postgraduate study at such prestigious universities as Oxford, Cambridge, University of Pennsylvania, New York University, Columbia University, and University of Melbourne just to name a few.

EDEN enhances learning and academic experiences by cultivating student culture and identity. Twice a year we host an undergraduate research poster symposium in which student groups present and discuss their research with fellow students and academic staff.

EDEN also hosts welcome dinners and events for our PGT and PGR students throughout the year. For a 2nd year in a row, EDEN participated in and provided

academic, organisational and financial support for the 30th China Daily "21st Century Cup" Zhejiang finals. We are indeed very proud of how we support excellence in teaching and learning and encourage outstanding achievement in our students at all levels.

Applied English and Education Research and Knowledge Exchange:

EDEN continues to achieve excellence in local and international research and knowledge exchange. The School operates three research labs and centers - Centre for Researching Education and Language (CREL), Cognitive Neuroscience of Language Lab (CNLL), and Language and Pedagogy Lab (LPL) - offering exciting opportunities for students to collaborate with UNNC professors on cutting-edge research. For the 3rd year in a row, CREL hosted its Symposium on Local Cultural Studies in and for Education in China, inviting leading scholars from all over China to deliver talks and lead discussion of their research into multilingual education and glocal studies in China.

EDEN further developed its UNESCO Ningbo Office, engaging tri-campus initiatives, establishing collaborations with the Ningbo Polytechnic University,

and contributing research projects to be included in the UNUK UNESCO Chair renewal application process. During 2024-25, we hosted 6 visiting scholars who delivered lectures on a variety of topics, representing the scholarly diversity and uniqueness of the School's rich research identity. Moreover, our academic staff published numerous articles in top academic journals as well as book chapters and monographs with leading scholarly presses.

Establishing Academic Unity within Scholarly Diversity:

EDEN is proud of its ongoing achievements in building academic unity with scholarly diversity - a distinguishing characteristic of a truly dynamic academic unit that actively engages so many different areas within linguistics, education, literary studies, and interpretation and translation studies. The School continues to diversify its teaching and research academic staff, welcoming a new linguistics teaching fellow in the spring of 2025 and recruiting three additional assistant and associate professors in education, TESOL and linguistics to begin in the autumn of 2025. EDEN looks forward to all that we will accomplish in the upcoming academic year.



School of International Communications

The School of International Communications continues to develop and excel in teaching, research, student experience, and external engagement.

Following last year's approval by the MoE of a new MA in Digital Screen Production, the School launched this year the first ARRI Virtual Production

and Motion Capture Studio in Asia, adding another ARRI camera- Alexa 35- to its list of equipment and becoming an ARRI certified Film School.

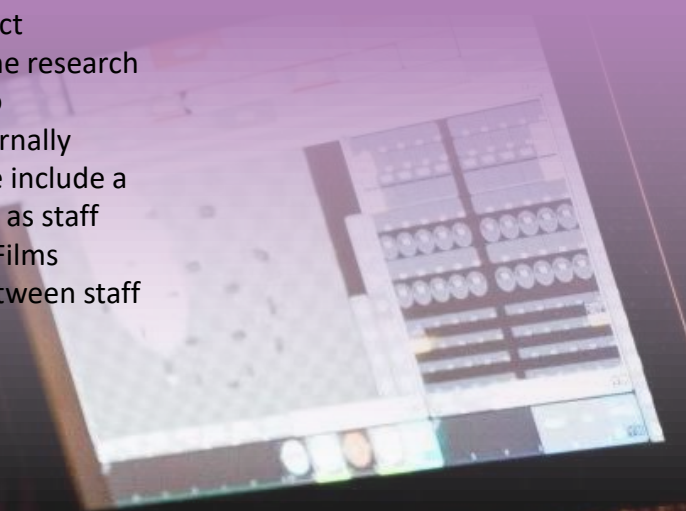
The first cohort of students being certified on ARRI camera system were 9 of the 29 international students from around the globe who attended the

10-day IC Summer School in *Chinese Cinema: Theory, Practice and ARRI Certification*, a fully government funded Summer School.

Research in IC continues to be vibrant with two new research units: the Institute of Digital Screen Production and the Digital and Sustainable Journalism Lab (DSJ Lab). IC staff attended or organised more than 60 events including conferences, symposiums and public lectures. This year, our staff published more than 40 research outputs including monographs, journal articles, special issues, edited books, and book chapters in world leading presses and high impact journals. The high quality of the research outputs in the School was also recognised internally and externally through several awards. These include a series of award for NTRO such as staff led documentaries and Short Films developed in collaboration between staff and students.

Students' creativity, innovation, and communication skills were recognised through scholarship such as the Loctek Programme and the FHSS Rising Star Award programme as well as at national level competitions.

Our external engagement this year brought us to sign several MoUs with local partners, one of them with Ningbo Yong Opera Research Centre to promote intangible cultural heritage. Internationally, a highlight is the appointment of Prof Claudia Mellado, from Pontificia Universidad Católica de Valparaíso, as honorary professor in the School.





The School of International Studies has continued to thrive as a learning center of excellence in this academic year.

Programme Growth: Our very robust postgraduate programmes continue to be the biggest PGT programme in the Faculty by students' enrollment with approximately 140 students. This signals continuing attraction of our programme and broad confidence in the School

ability to deliver excellent Education and Student Learning Experience. This April, we were delighted to have approval of our new MA in International Public Policy. This is to be rolled out in 2025-26 and adds yet another highly regarded programme to our current offerings bringing the total to three.

Our IS UG students continue to be active and nationally competitive learners

resulting into some of our own winning national awards. This is testament to the very high quality of learners in the School and the development of professional skills sets that make them nationally and internationally competitive.

Research Excellence: The School has had another very successful year in terms of research and scholarship. Taking research as foundational to the intellectual robustness of our programmes, the School's researchers have continued to publish at a very high level. Some of the Professors have published in the highest ranked journals in their discipline and others considered as some of the highest cited scholars in their discipline in China. Individual and co-authored publications continue to be consistently produced and monographs and edited volumes showcase ability of our academics in collaborative research and international standing. We have held two well received book launches this academic year for our authors.

The three research centres and institutes: Institute for Silk Road Studies,

Center for Advanced International Studies and the Sino-European Key Lab all together hosted three research conferences and workshops with many international and domestic academics invited to partake in very interesting intellectual dialogues. These forums presented an opportunity for staff, students, domestic and international visitors to engage in critical conversations about various interdisciplinary themes.

The Sino-European Key Lab ran a very successful Scholar in Residence scheme that resulted into a number of prominent academics visiting to collaborate in new Sino-European research while in residence. Additionally, the Lab and other centres hosted numerous individual research talks to promote the dissemination of research.

Language Centre



The Language Centre plays a pivotal role in UNNC. This academic year we continued to deliver core language provision for three BA programmes and an MA programme. We also continued delivering optional language modules to a wide range of degree programmes across all the Faculties and NAA modules catering over 1900 students.

The Language Centre has continued to grow excelling on: teaching and learning, curriculum development and student experiences providing multicultural and

inclusive experiences to our students and colleagues. Our mission is to foster linguistic and digital competencies, lifelong learning, interpersonal and soft skills, intercultural understanding, and global communication skills in addition to further enhancing career and mobility opportunities.

Teaching Excellence: We continued to prioritise a student-centred approach by engaging students as active participants in teaching and learning, cultural events and peer collaboration.

Our dedicated tutors have been praised by students through the students' satisfaction surveys attaining excellent scores which is testament to their dedication in ensuring outstanding and transformative teaching and learning, and students' experiences in the classroom and beyond. They are the heart of the Centre and they tirelessly support our students, ensuring high-quality language instruction.

Enhancing professional development and knowledge exchange are fundamental aspects of the Language

Centre. In 2024-25, we have participated in eight knowledge exchanges, engaged in over 50 action-research, language education, assessment, and educational technologies workshops to equip our team members with innovative teaching tools, and enhance our pedagogical approaches ensuring that our team members stay at the forefront of language education. Furthermore, Dr Kyung Min Nam and Roser Cervera presented their work in conferences in UK and Malaysia respectively. Yu-jin Choi published a Korean textbook and Antonio Muñoz published an article in the journal of the Chartered Institute of Linguists.

Our engagement to continuous professional development highlights the Language Centre's commitment to excellence. All these recognitions validate our teaching practices and our students benefit from the expertise of our educators.

Curriculum Leadership: Our curriculum development has been defined by a dynamic and responsive approach,

ensuring our offerings remain at the forefront of language education. We have actively incorporated student voices and evolving needs, adapting our curriculum to a changing landscape.

We have introduced two new advanced Mandarin modules, allowing our curriculum to cater to all HSK levels (HSK1- HSK9) supporting our students across all proficiency levels. In addition, we started reviewing all the modules to integrate AI, EDI and SDGs components into our curricula.

The Language Centre also doubled the NAA provision with five newly added modules for both international and domestic students. With these new modules, we continue to emphasise the development of crucial intercultural and soft skills, alongside a strong focus on employability, preparing our students not just for language proficiency but for digital literacy and global careers.

Student Experiences: We established the Language and Culture Nott's Society which is a student-run group that act as a bridge between our domestic and

international students. The Society aims to help students embrace the cultural diversity of our globalised world by hosting a range of language and cross-cultural events. In addition, our international students experienced authentic local immersive culture. They engaged socially with local residents, and integrated into the local community through the Language Centre NAA modules and initiatives fostering meaningful intercultural experiences. Furthermore, most of the languages provide regular language corners fostering an immersive linguistic environment for our students.

The second edition of the Language Culture Week (LCW) was very successful. Over 800 members of the community attended. This year featured diverse cultural events including a K-Culture café, traditional games from China, France, Japan and Spain, a German Pretzel workshop, an alumni sharing, the Language Centre Band Concert and more. We offered a vibrant range of activities that immersed students in the

languages and cultures represented in the Language Centre.

We also strengthened tri-campus initiatives. We co-organised with the Library “Invisible but Essential”: a multilingual reading of quotes from The Little Prince that attracted this year colleagues from both UK and Malaysia campuses, students, academics, even alumni, PhD students and administrative staff. Another tri-campus initiative was more related to culture sharing. UNNC Stage 1 Spanish students participated in a Culture Exchange with students from the other two campuses. They shared information to each other from their own campus in the target language.

This academic year, we continued providing the Language Community Forum (LCF) and the Language Learning Forum (LLF) giving voice to the students to share their views on their language journey and we published the 11th issue of the Language Centre magazine Cosmo L&C. We are very proud of everything we achieved in this academic year.



University of
Nottingham

UK | CHINA | MALAYSIA

Faculty of Humanities and Social Sciences

Contact us:

Tel: +86 (0)574 8818 0000-8355

Email: FHSS@nottingham.edu.cn