

Department of Management (UEBS):
Projects available for prospective CSC Studentship applicants

Project Title: National/sub-national institutions and their influence on small businesses and new ventures;

Lead Supervisor: Associate Professor Bach Nguyen

Second Supervisor: NA

Contact mail for project enquiries: b.nguyen@exeter.ac.uk

Project Title: Entrepreneurs' well-being, cognitive processes, and gender-related issues in entrepreneurship;

Lead Supervisor: Associate Professor Bach Nguyen

Second Supervisor: NA

Contact mail for project enquiries: b.nguyen@exeter.ac.uk

Project Title: Emerging strategies of small businesses, such as digitalisation, green practices, and crisis management.

Lead Supervisor: Associate Professor Bach Nguyen

Second Supervisor: NA

Contact mail for project enquiries: b.nguyen@exeter.ac.uk

Project Title: Environmental regulations and foreign direct investment: a multinational corporation network perspective

Lead Supervisor: Associate Professor Jing-Lin Duanmu

Second Supervisor: N/A

Contact mail for project enquiries: j.duanmu@exeter.ac.uk

Project Title: Integrating responsible innovation and circular economy across cultures: the case of critical minerals in the UK and China

Lead Supervisor: Dr Eleanor Hadley Kershaw

Second Supervisor: Professor Sarah Hartley

Contact mail for project enquiries: e.hadley-kershaw@exeter.ac.uk

Project Title: Social science and biotechnology in the UK and China: exploring modes, practices and capacities for transdisciplinary research and innovation

Lead Supervisor: Dr Eleanor Hadley Kershaw

Second Supervisor: Professor Sarah Hartley

Contact mail for project enquiries: e.hadley-kershaw@exeter.ac.uk

Project Title: Modelling and learning in carbon-aware and integrated transport and electricity systems

Lead Supervisor: Dr Fanlin Meng

Second Supervisor: N/A

Contact mail for project enquiries: f.meng2@exeter.ac.uk

Project Title: Trustworthy AI for low-carbon energy market

Lead Supervisor: Dr Fanlin Meng

Second Supervisor: N/A

Contact mail for project enquiries: f.meng2@exeter.ac.uk

Project Title: Sustainability-Informed Design at the Fuzzy Front End

Lead Supervisor: Dr Ji Han

Second Supervisor: Dr Pingfei Jiang

Contact mail for project enquiries: j.han2@exeter.ac.uk

Project Title: Design Education in the Age of AI

Lead Supervisor: Dr Ji Han

Second Supervisor: N/A

Contact mail for project enquiries: j.han2@exeter.ac.uk

Project Title: LLMs for Strategic IP: Automating Patent Analysis, Prior Art Discovery, and Innovation Forecasting.

Lead Supervisor: Dr Pingfei Jiang

Second Supervisor: Dr Ji Han

Contact mail for project enquiries: P.Jiang@exeter.ac.uk

Project Title: Collaborative Agents for Circular Design: Modelling Eco-Innovation in Early Development.

Lead Supervisor: Dr Pingfei Jiang

Second Supervisor: Dr Ji Han

Contact mail for project enquiries: P.Jiang@exeter.ac.uk

Project Title: AI-Driven Design Innovation in the Financial Industry

Lead Supervisor: Dr. Boyeun Lee

Second Supervisor: Dr. Laura Phillips

Contact mail for project enquiries: b.l.lee@exeter.ac.uk

Project Title: AI and Data-Driven Innovation in the Public Service Sector

Lead Supervisor: Dr. Boyeun Lee

Second Supervisor: Dr. Laura Phillips

Contact mail for project enquiries: b.l.lee@exeter.ac.uk

Project Title: Sustainable Tourism through Systems Thinking and Data-Driven Design

Lead Supervisor: Dr. Boyeun Lee

Second Supervisor: Dr. Laura Phillips

Contact mail for project enquiries: b.l.lee@exeter.ac.uk

Project Title: AI for Climate Misinformation: Detecting, Understanding, and Countering Digital Narratives

Lead Supervisor: Dr. Gail Whiteman - Hoffmann Impact Professor

Second Supervisor: Dr. Marcos Antonio de Oliveira Junior - Research Impact Fellow

Contact mail for project enquiries: G.Whiteman@exeter.ac.uk

Project Title: Multimodal AI for Understanding Economic and Financial Policy

Lead Supervisor: Han Lin (Lecturer in Operations and Analytics)

Second Supervisor: N/A

Contact mail for project enquiries: H.Lin2@exeter.ac.uk

Project Title: Language Models and Sustainable Behaviour Insights

Lead Supervisor: Janet Geipel, PhD

Second Supervisor: David Dose, PhD

Contact mail for project enquiries: j.geipel@exeter.ac.uk

Project Title: AI-Enabled Early-Stage Design Decision Making

Lead Supervisor: Ji Han

Second Supervisor: Dr Pingfei Jiang

Contact mail for project enquiries: j.han2@exeter.ac.uk

Project Title: From ESG disclosure to resilience: A study on the transformation path under supply chain management interventions”.

Lead Supervisor: Prof. Kamal, Muhammad Mustafa

Second Supervisor: Avril Sun

Contact mail for project enquiries: M.M.Kamal@exeter.ac.uk

Project Title: The bullwhip effect in supply chains

Lead Supervisor: Stephen Disney

Second Supervisor: N/A

Contact mail for project enquiries: s.m.disney@exeter.ac.uk

Project Title: Innovation under pressure: The agency of semiconductor small- and mid-sized firms in global production networks facing geopolitical constraints

Lead Supervisor: Tausif Bordoloi

Second Supervisor: N/A

Contact mail for project enquiries: t.bordoloi@exeter.ac.uk
