

Fully funded PhD Studentship School of Business & Economics - Loughborough University

Strategy implementation and employee motivation in global, disaggregated organisations

[The School of Business and Economics at Loughborough University](#) invites excellent applications for the above PhD Studentship starting January 2015

The Studentship is open to home/EU and international/overseas students. It will run for 3 years and it includes:

- **A stipend of £13,863 p.a. plus fees paid at the home/EU rate for three years**

* Please note that international/overseas students will be required to find funding to cover the difference between home/EU fees.

About the project:

In the course of global disaggregation, firms are moving increasingly complex, knowledge intensive tasks to offshore destinations. A small number of case studies have revealed that such advanced task offshoring is affected by micro level processes, for example status closure (Metiu, 2001) and power renegotiations (Cohen & El Sawad, 2007). Recent research by Zimmermann and Ravishankar (2011; 2014) indicates that the success of advanced task offshoring also depends heavily on motivational processes amongst onshore and offshore employees who are involved in the task transfer.

So far, this evidence is based on case studies of Western firms working with Indian offshore units. This PhD project will therefore expand the focus to China, one of the most prominent offshore destinations besides India. We expect that the institutional and cultural differences between India and China create differences in the nature of employee motivation between the two countries, but certain similarities between the Indian and Chinese context are likely, particularly due to the emerging economy status of both countries. This project therefore aims to discern country-specific as well as more generic micro-level processes that underscore firm-level offshoring strategies.

The topic will be explored through a multiple, qualitative case study of Western firms transferring tasks to Indian and Chinese destinations. Qualitative interviews will serve as the main method of data collection, complemented by observations and document analysis. The PhD researcher will be required to conduct field trips to participating company sites in Europe, China and India. Excellent English language skills are required, and Chinese language skills will be of advantage.

Supervisory team:

Dr Angelika Zimmermann, Senior Lecturer in International Business and Strategy
Dr Alex Wilson, Lecturer in Strategy

How to apply

Applications are made online at <http://www.lboro.ac.uk/study/apply/research/>.
Please remember to upload all the supporting documents listed below:

- An application form
- A curriculum vitae
- A cover letter explaining your interest in, and aptitude for, the topic of this research project. In particular we would like to learn about:
 - Why you are attracted to this particular research opportunity?
 - What qualities you feel they can bring to the project?
 - How does the studentship fit with you career aspirations?
- A copy of a dissertation or paper that you have authored (as an example of your written work).
- Copies of your transcripts/certificates
- Two academic references.

Please quote SBE Strategy2014 on your application

Application deadline: 30th May 2014

For further details please contact: Dr Angelika Zimmermann
(A.Zimmermann@lboro.ac.uk); or Dr Alex Wilson (A.Wilson8@lboro.ac.uk)