



UNIVERSITY OF
BIRMINGHAM

BIRMINGHAM
BUSINESS
SCHOOL



'Triple-crown' accredited

THE UNIVERSITY OF BIRMINGHAM

**THE DEPARTMENT OF STRATEGY AND INTERNATIONAL BUSINESS
RESEARCH FELLOW**

VACANCY REF: 1002536

LOCATION: BIRMINGHAM

SALARY: SALARY AT GRADE 7. SPINE POINT 27

HOURS: PART TIME (80% FTE)

CONTRACT TYPE: FIXED-TERM – FOUR YEARS

START DATE: 01 SEPTEMBER 2022

APPLICATION DEADLINE: 20 JUNE 2022

**CONTACT: PROF. PERVEZ GHAURI
EMAIL: P.GHAURI@BHAM.AC.UK**

The University of Birmingham (UoB) is a triple accreditation University with very active research staff. We wish to recruit a Research Fellow to work on an ESRC-FAPESP project; *MNEDEVELOP - Creating competitive advantage by serving marginalised communities: European multinationals and inclusive development in Latin America*. The purpose of this project is to explore how multinationals from advanced markets can contribute to the achievement of the United Nations' Sustainable Development Goals by addressing the needs of underserved populations and marginalised communities in emerging markets, while also providing expectations of long-term economic returns to their shareholders. MNEs are beginning to realise that profit maximization is not the only route to success. They need to improve their image and demonstrate that their existence is beneficial for the society in general, that is a more long-term route to achieve a competitive advantage. We intend to uncover the mechanisms and actions required by these companies to serve marginalised communities and to create a positive image in the society. To do so, we build from stakeholder theory, social entrepreneurship, and value creation literature, and offer a qualitative cross-country study in Latin America.



The post-doctoral researcher to be appointed will work in close interaction with the lead researchers of the project, under the supervision of Professor Pervez Ghauri, University of Birmingham. Other project partners include, Professor Axele Giroud, University of Manchester and Dr. Jorge Carneiro, FGV, Brazil.

Job description

The newly appointed Research Fellow (RF) will manage the research project and will be responsible for research activities including original research and fieldwork, managing and participating in the day-to-day activities of the project, data collection and analysis and producing co-authored publications such as different reports and journal articles together with the project lead. The RF will also maintain liaison with ESRC and FAPESP.

Essential requirements

The successful candidate will have completed at least a doctorate in a relevant social science (Business and Management Studies; Development Studies; Economics; Latin American Studies). Based in Birmingham, the post will require travel overseas.

Essential skills

- Some experience of qualitative data analysis using NVIVO or similar software.
- The ability and commitment to write for publication in leading academic journals
- The ability and commitment to research in areas related to international business and/or international development.
- Versatility and willingness to work collaboratively with colleagues within an interdisciplinary context where teamwork is encouraged.
- Good presentation and communication skills.

For further information check the following

link: <https://bham.taleo.net/careersection/external/jobdetail.ftl?job=2200011X&tz=GMT%2B01%3A00&tzname=Europe%2FLondon> and/or contact:

Professor Pervez Ghauri, University of Birmingham, UK, Email: P.ghauri@bham.ac.uk

Professor Axele Giroud, University of Manchester, UK,

Email: Axele.Giroud@manchester.ac.uk

