

## PhD studentship (Full-time)



Institution	Xi'an Jiaotong-Liverpool University, China
Department	Department of International Business School Suzhou
Supervisors	Principle supervisor: Juelin Yin (Xi'an Jiaotong-Liverpool University)
Application Deadline	Open until the position is filled
Funding Availability	Funded PhD project (world-wide students)
Project Title	Corporate Social Responsibility Strategy of Multinational Companies in China: A Legitimacy Perspective
Contact	Please email <a href="mailto:juelin.yin@xjtlu.edu.cn">juelin.yin@xjtlu.edu.cn</a> (principle supervisor's email address) and copy <a href="mailto:doctoralstudies@xjtlu.edu.cn">doctoralstudies@xjtlu.edu.cn</a> with a subject line of the PhD project title

### **Requirements:**

The candidate should have a first class or upper second class honors degree, or a master's degree (or equivalent qualification), in management, international business/management, or other related discipline. The candidate should have mastered some basic research method skills for quantitative and/or qualitative analyses. Evidence of good spoken and written English is essential. The candidate should have an IELTS score of 6.5 or above, or an equivalent qualification, if the first language is not English. This position is open to all qualified candidates irrespective of nationality.

### **Degree:**

The student will be awarded a PhD degree from the University of Liverpool (UK) upon successful completion of the program.

### **Funding:**

The PhD studentship is available for three years subject to satisfactory progress by the student. The award covers tuition fees for three years (currently equivalent to RMB 80,000 per annum) and provides a monthly stipend of 3500 RMB as a contribution to living expenses. It also provides up to RMB 16,500 to allow participation at international conferences during the period of the award. It is a condition of the award that holders of XJTLU PhD scholarships carry out 300-500 hours of teaching assistance work per year. The scholarship holder is expected to carry out the major part of his or her research at XJTLU in Suzhou, China. However, he or she is eligible for a research study visit to the University of Liverpool of up to three months, if this is required by the project.

### **Project Description:**

As the pace of globalization increases, a growing number of researchers are paying attention to the legitimacy of multinational companies (MNCs). The complexity and uncertainty in the host country environment imply added liability of foreignness for MNC subsidiaries, making it an imperative for them to establish legitimacy in the host countries. Corporate social responsibility (CSR) is an increasingly important strategy for MNCs to establish legitimacy. Starting from the legitimacy perspective, and combining institutional theory, stakeholder theory and international business studies, this project will focus on revealing the decision-making mechanisms of CSR strategy for MNCs in the developing host countries. It will mainly address three questions: a). how institutional pressure and stakeholder pressure will shape the CSR orientation of MNC subsidiaries?; b). how MNC subsidiaries strategically cope with the dual pressure from the institutional and stakeholder environment to balance global and local CSR needs, expectations and standards?; c). how MNC subsidiaries achieve legitimation and maximize value creation through CSR orientation and implementation? This project builds a theoretical model “CSR antecedent—strategic decision-making—performance implications” for MNC subsidiaries in China, and plans to test the model and hypotheses through a mixed-method approach of in-depth interviews and observations, case study, survey and content analysis. It contributes to the literature and practice by revealing the mechanisms of how MNCs achieve legitimation through CSR in the developing host countries.

Note: This project is funded by the National Natural Science Foundation of China (Project No. 71672146).

For more information about doctoral scholarship and PhD programme at Xi’an Jiaotong-Liverpool University (XJTLU): Please visit

<http://www.xjtlu.edu.cn/en/admissions/phd.html>

<http://www.xjtlu.edu.cn/en/admissions/phd/feescholarships.html>

### **How to Apply:**

Interested applicants are advised to email [juelin.yin@xjtlu.edu.cn](mailto:juelin.yin@xjtlu.edu.cn) (principle supervisor’s email address) the following documents and copy [doctoralstudies@xjtlu.edu.cn](mailto:doctoralstudies@xjtlu.edu.cn) (please put the project title in the subject line).

- CV
- Two reference letters
- Personal statement outlining your interest in the position
- Proof of English language proficiency (an IELTS score of above 6.5 or equivalent is required)
- Verified school transcripts in both Chinese and English (for international students, only the English version is required)

- Verified certificates of education qualifications in both Chinese and English (for international students, only the English version is required)

**Informal enquiries** may be addressed to Prof. Juelin Yin ([juelin.yin@xjtlu.edu.cn](mailto:juelin.yin@xjtlu.edu.cn)), whose personal profile is linked below,  
<http://www.xjtlu.edu.cn/en/departments/academic-departments/international-business-school-suzhou/staff/juelin-yin>