

XJTLU-XJTU-UoL Joint Doctoral Supervision Project (Full-time)

Reference No.	SFXJTU2604
XJTLU School	International Business School Suzhou
PhD Programme	Business
Supervisors	Principal supervisor: Dr Mofei Jia XJTLU Co-supervisor: Dr Yang Chen XJTU supervisor: Dr Jingxian Wu UoL supervisor: Professor Jeremy Smith
Project Title	Promoting health behaviors among the rural elderly in China: theory and evidence. 促进中国农村老年人健康行为：理论与证据研究
Application Deadline	Open until the position is filled

Requirements:

A UK first-class or upper second-class honours Bachelor's degree and a UK Master's degree with Merit (or their equivalent) are required for PhD admissions. Exceptional candidates holding only a Bachelor's degree may be considered on an individual basis.

Evidence of good spoken and written English is essential. The candidate should have an IELTS (or equivalent) score of 6.5 or above, if the first language is not English.

For more information about entry requirements and admission procedures of PhD programme at XJTLU, please visit:

[Entry Requirement - Xi'an Jiaotong-Liverpool University](#)

[How to Apply - Xi'an Jiaotong-Liverpool University](#)

Other Requirements (if any):

Background in Economics, Sociology, Management, Public Health, or related fields. Proficient in survey research, statistical and econometric analysis, and software such as Stata and R.

Programme Structure and Fees:

Doctoral students in the joint programme are registered with both XJTLU and the UoL. Upon successful completion of the programme, the students will be awarded a PhD degree from University of Liverpool. During their doctoral studies at XJTLU, students are expected to conduct research at XJTU as visiting students. Additionally, students have the opportunity to apply for a short-term research visit to the UoL if the project requires it.

The joint doctoral programme is offered on a full-time basis, with a typical duration of three to four years. The tuition fee is RMB 99,000 per year.

Project Description:

To cultivate research talents with global leadership, interdisciplinary innovation capabilities, and international research collaboration capabilities, Xi'an Jiaotong-Liverpool University (XJTLU) fully leverages its characteristics of international education and builds upon the long-established strategic cooperation among XJTLU, Xi'an Jiaotong University (XJTU), and the University of Liverpool (UoL). This initiative integrates top-tier research resources to launch a Joint Doctoral Supervision Programme across the three institutions.

Rural China faces a profound public health challenge due to rapid population aging. This study proposes to address this by developing and evaluating a theory-driven intervention to promote preventive health behaviors among the rural elderly. The research integrates the Capability, Opportunity, Motivation-Behavior (COM-B) model with behavioral economics, specifically applying nudging strategies. It is structured to first contextualize the COM-B framework for this population, then establish a current status and behavioral diagnosis through baseline assessment, and finally design and test a tailored light-touch intervention. The evaluation will employ a comparative design with pre- and post-intervention surveys, supplemented by objective data from digital tools. The study aims to determine intervention's efficacy and elucidate its mechanisms of change, thereby generating actionable evidence for scalable and effective health promotion initiatives tailored to the rural elderly in China.

Joint Supervisory Team:

Principal Supervisor: Dr Mofei Jia

XJTLU Co-supervisor: Dr Yang Chen

XJTU supervisor: Dr Jingxian Wu

UoL supervisor: Professor Jeremy Smith

How to Apply:

Interested applicants are advised to email mofei.jia@xjtlu.edu.cn OR jingxianwu@xjtu.edu.cn the following documents for initial review and assessment (Please include the project title in the subject line).

- CV
- Two formal reference letters
- Personal statement outlining your interest in the position
- Certificates of English language qualifications (IELTS or equivalent)
- Full academic 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)

- PDF copy of Master Degree dissertation (or an equivalent writing sample) and examiners reports available