

Priority Areas

The information below outlines the Priority Research Areas and Specific Projects of each Department. Potential applicants are also urged to study the up-to-date profiles of individual staff members' research, via their personal pages.

Accounting and Finance

[Open all sections](#)

The department has a well established research record evidenced by publications in top journals and success in winning competitive research grants and awards. Research in the department is supported and enriched by our internal, external, international and multi-disciplinary collaborations.

Accounting

- **Information systems and accounting**
The communication, use and regulation of digital reporting; including the development of industry standards; control and electronic interchange of data and XBRL.
- **Management accounting**
Accountability, control systems and change in management accounting; strategic management accounting; inter-organisational cost management; institutional theory and structuration theory. Accounting in emerging economies.
- **Public sector accounting**
Accounting in local and central government; national accounting; and comparative international studies; specifically addressing management controls and accountability, including budgeting, financial accounting and reporting, and auditing, with emphasis on public sector accounting reform.
- **Financial accounting and reporting**
The political and economic consequences of accounting standards; narrative reporting, management commentary, integrated reporting, CSR, sustainability, and corporate governance.
- **Capital markets based accounting**
M&A, corporate restructuring, earnings management, analyst forecast accuracy.
- **Taxation**
Impact of taxation on the decision-making behaviour of individuals and businesses; role for and development of tax policy (particularly wealth and capital taxation); taxation in global trade; and tax education.

Finance

- **Corporate Finance**
Corporate financial management (including private equity), financial markets (including IPO markets), financial institutions, financial instruments (including derivatives), flow of funds, overreaction phenomena and control of volatility in emerging markets, corporate finance aspects of privatisation and economic development, and economic consequences of corporate disclosure.
- **Corporate Governance**
Relationship between boards of directors and institutional investors; trends in voting; stock lending and communication, directors' remuneration; institutional investment - pensions, savings and retirement, portfolio investment, financial literacy.

Economics

- Microeconomic theory
- Behavioural economics
- Experimental economics
- Financial economics
- Macroeconomics (including open economy macro and macroeconometrics)
- Theoretical and applied econometrics
- Environmental Economics (including environmental policy and the environmental behaviour of firms)
- Climate change economics
- Natural resource economics
- Environmental valuation.

Management

The Department of Management is a multi-disciplinary group of research scholars who draw on a range of social science methodologies. Teams of researchers share interests in fields including global value chains, enterprise and diversity and the features of contemporary capitalism.

Work and Employment:

- National policies and institutions, including employment policy, employment relations and varieties of capitalism approaches
- Firms' organisation of production and employment, including multinational enterprises
- Production and efficiency in firms and labour markets
- Societal outcomes of national and firm level systems from distributional, gender and age perspectives
- Approaches to training and skill formation
- Business ethics, sustainability and Corporate Social Responsibility
- International division of labour within global value chains

Procurement and Operations Management:

- Project management
- Process design and improvement
- Contract and supplier relationship management

- Lean and agile supply
- Public-private partnerships
- Management of global value chains

Economic Development

- Comparative Urban and Regional Development
- 'Smart' Cities and Regions/Creative Cities and Regions
- Regional Knowledge and Innovation Policy
- Service industry employment and economic activity

Leadership

- Leadership in urban and regional development
- Territorial knowledge leadership

Strategy

- Entrepreneurial learning in different organisational and research contexts such as small firms, medium-to-large organisations, ethnic minority firms, high-tech firms, and family businesses;

International and comparative research on entrepreneurship and innovation, especially in the context of UK-China comparison

Marketing

The Marketing Department at the University of Birmingham has a vibrant mix of young and established researchers. The research within the department is driven by real questions that face business and society. Many of these questions do not simply fit into disciplinary boxes, so our research agenda and practices emphasize diversity, pluralism and inter-disciplinarity. At present, the department's main research activity concentrates on three inter-related themes:

Social Marketing and Society

- Consumer and marketing ethics
- Consumer behaviour and issues related to consumption
- Ethical consumption
- Psychology of online communication
- Online privacy issues
- Transformative consumer research

Researchers linked to this priority area include [Professor Isabelle Szmigin \(/staff/profiles/business/szmigin-isabelle.aspx\)](/staff/profiles/business/szmigin-isabelle.aspx), [David Houghton \(/staff/profiles/business/houghton-david.aspx\)](/staff/profiles/business/houghton-david.aspx), [Sarah Forbes \(/staff/profiles/business/sarah-forbes.aspx\)](/staff/profiles/business/sarah-forbes.aspx), [Dr Yvetta Simonyan \(/staff/profiles/business/yvetta-simonyan.aspx\)](/staff/profiles/business/yvetta-simonyan.aspx)

Business Market Networks and Policy

- Business-to-business marketing
- Antitrust and historical public policy
- Inter-organisational relationships and conflict
- Networks and social capital in business-to-business contexts
- Buyer-supplier relationships

Researchers linked to this priority area include [Dr Sheena Leek \(/staff/profiles/business/leek-sheena.aspx\)](/staff/profiles/business/leek-sheena.aspx), [Dr Andrew Pressey \(/staff/profiles/business/andrew-pressey.aspx\)](/staff/profiles/business/andrew-pressey.aspx)

Strategic Marketing and Innovation

- Innovation, creativity and new product development
- Environmental management and sustainability
- Nascent markets and high technology fields
- Innovation capabilities and diffusion
- Construct development and computational simulation techniques

Researchers linked to this priority area include [Dr Tao Zhang \(/staff/profiles/business/tao-zhang.aspx\)](/staff/profiles/business/tao-zhang.aspx), [Dr Eric Shiu \(/staff/profiles/business/shiu-eric.aspx\)](/staff/profiles/business/shiu-eric.aspx)

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