

De Montfort University Graduate School Full Bursary PhD Scholarship

Misattribution of Success and The Daigou Paradox

**Leicester Castle Business School, Faculty of Business and Law
De Montfort University, Leicester**

COMMENCING OCTOBER 2017

A PhD research scholarship including stipend and tuition fee costs is offered within the Leicester Castle Business School. It is available to UK or EU students who are suitably qualified and have outstanding potential as a researcher.

In offering this scholarship the University aims to further develop its proven research strengths in strategic decision-making and exporting. It is an excellent opportunity for a candidate of exceptional promise to contribute to a stimulating, world-class research environment.

Manufacturers and retailers may currently observe seemingly random growth in sales and would likely attribute this growth to successful business and marketing strategy arising from appropriate strategic decisions. In reality, the rise in Chinese students seeking education in the UK, Australia and New Zealand has opened up a new phenomenon in the form of the Daigou, typically Chinese individuals who purchase foreign (Western) products on behalf of China-based contacts. This creates a situation whereby manufacturers and retailers erroneously attribute their success to internal causes, misreading the fact that while their target market may be domestic, their actual market is abroad. This may lead to a situation where entire strategies are based on false markets, and false consumer motives.

For a more detailed description of the scholarship, the subject area at DMU and an application pack please visit <http://www.dmu.ac.uk/research/graduate-school/phd-scholarships.aspx>. Please direct academic queries to Professor Paul Hughes on +44 (0)116 257 7031 or email paul.hughes@dmu.ac.uk. For administrative queries contact the Graduate School office email: researchstudents@dmu.ac.uk, tel : 0116 250 6309. Completed applications should be returned together with two supporting references and an academic transcript.

Applications are invited from UK or EU students with a Master's degree or good first degree in a relevant subject (First, 2:1 or equivalent). Doctoral scholarships are available for up to three years full-time study commencing in October 2017 consisting of a bursary of £14,296 per annum in addition to waiver of tuition fees.

Please quote ref: BALFB3

CLOSING DATE: Monday 10th April, 2017. Interviews for shortlisted candidates will be held by Friday 28th April approximately.