

Erasmus+ Research Placements

in Management:

2021/2022

(January – May 2022 ; June – August 2022)

List of research projects:

<i>Project no.</i>	<i>Title</i>
1	Investigating the Antecedents of Social Innovation
2	Digital Transformation of Higher Education (HE): Are Universities ready to embrace new models of Learning and Teaching
3	Exploring the role of Industry 4.0 technologies in overcoming Covid-19 related challenges in Construction Industry
4	Exploring the role of AI drones in driving Regenerative Farming.
5	Exploring the implication of language barrier on the uptake of digital government services
6	Exploring the barriers to digital inclusion among the underprivileged communities in Bradford District.
7	Connection between digital literacy and susceptibility to misinformation
8	The Future of Africa in the International Division of Labour
9	Literature review on the qualitative attributes of corporate reports
10	A Review on Artificial Intelligence (AI) in Accounting and Sentiment Analysis of Corporate Communications

Project number	1
Project Title	Investigating the Antecedents of Social Innovation
Project Supervisor (name & email)	Prof Vishanth Weerakkody v.weerakkody@brad.ac.uk
Project outline	<p>Social innovation (SI) refers to the design and implementation of new solutions to tackle common problems facing communities in key areas such as health, education, transportation, environment, poverty etc. One of the key objectives of Social Innovation is to develop solutions that are bottom-up and cost effective and without dependency on high levels of resourcing. In simple words, SI is about solutions developed by the community to solve their own local challenges or improve the welfare and wellbeing of individuals and communities.</p> <p>AIM: This project will examine the factors which encourage and/or influence communities to engage in / undertake social innovation projects.</p>
Activities involved	<ul style="list-style-type: none"> • Literature review on the concept of social innovation (SI) • Literature review on factors influencing SI • Theoretical models and frameworks that can help analyse SI • Empirical survey of citizens (in one or more demographic locations) • Data analysis and production of a report / paper to evaluate the factors which influence SI.
Deliverables	<ul style="list-style-type: none"> • Report and/or conference/journal paper
Prerequisites	<ul style="list-style-type: none"> • <i>Passion for solving social issues through innovation</i>
Level:	Undergraduate and Postgraduate
Recognition	The participant will receive a certificate of participation at the end
Places available	1
Funding	Selected students should be recipients of an Erasmus Grant

Project number	2
Project Title	Digital Transformation of Higher Education (HE): Are Universities ready to embrace new models of Learning and Teaching
Project Supervisor (name & email)	Prof Vishanth Weerakkody v.weerakkody@brad.ac.uk
Project outline	<p>The Covid-19 pandemic forced all universities globally to embrace the delivery of digital education. Although HE institutions are generally slow to adapt change, the pandemic showed that most institutions were capable of embracing transformative change when faced with no other viable alternative. As we now come away from the pandemic and establish normalcy in communities, there is much debate about how the HE sector will move into the future and the levels of digitisation which will remain in their learning and teaching and working practices. In the commercial sector, the lessons learnt of virtual working and digitisation during the pandemic has ensured that working practices in this sector will never be the same. Yet, this cannot be said about the HE sector.</p> <p>AIM: This project will investigate the readiness of the HE sector to embrace digital transformation of Learning and Teaching and working practices.</p>
Activities involved	<ul style="list-style-type: none"> • Literature review of digital transformation of work practices • Literature review of how organisations deal with crisis – pandemic situations • Review of literature and secondary information on how the Covid-19 pandemic impacted organisations and the HE sector • Develop and disseminate survey to HE employees • Data analysis and production of report or journal paper
Deliverables	<ul style="list-style-type: none"> • Report and/or conference/Journal paper
Prerequisites	<ul style="list-style-type: none"> • Passion for digitisation
Level:	Undergraduate and Postgraduate
Recognition	The participant will receive a certificate of participation at the end
Places available	2 (one project to study the UK context of HE and another to study Europe)
Funding	Selected students should be recipients of an Erasmus Grant

Project number	3
Project Title	Exploring the role of Industry 4.0 technologies in overcoming Covid-19 related challenges in Construction Industry
Project Supervisor (name & email)	Dr Kamran Mahroof k.mahroof@brad.ac.uk Dr Amizan Omar a.omar4@brad.ac.uk
Project outline	<p>Construction industry is highly lucrative to the UK economy, contributing £92 billion annual turnover and directly employing 1million employees in the UK alone - many of which have been put out of work or on the furlough scheme during the pandemic. A report published in April 2020 has highlighted the devastating impact of Covid-19 on construction projects in the UK, whereby approx. 4,500 projects, worth up to £70bn were stalled. Unsurprisingly, this sector was instructed by the UK Government to return to work, seven weeks after the lockdown initially took place in the UK. Challenges traditionally faced in construction, such as workforce productivity, cost efficiency and health & safety have been multiplied and even accelerated due to Covid-19. Thus, there is a pressing need to not only identify challenges which are impeding construction projects, but a need to also understand how these challenges may also be interrelated and their possible solutions. This has led to a call to identify how AI-related technologies such as off-site Construction, AI Generative Design and Additive Manufacturing, AI and Machine Learning could provide solutions in overcoming, monitoring and prioritising the key challenges impeding a flexible, smart, cost effective, eco-friendly and socially responsible operation of construction activities.</p> <p>AIM: This research aims to identify the main Covid-19 related challenges faced by the Construction Industry and inter-relationships between them, and the potential use of Industry 4.0 technologies in overcoming these challenges in support of the UN SDGs (G8: Decent work and economic growth; G9: Industry, Innovation and Infrastructure; G11: Sustainable Cities and Communities; G12: Responsible Consumption and Production; G13: Climate Action)</p>
Activities involved	<ul style="list-style-type: none"> • Literature review on the Construction industry and Industry 4.0 technologies. • Literature review on the potential uses of Industry 4.0 technologies in the Construction Industry • Review of literature and secondary information on how the Covid-19 pandemic impacted construction industry in the UK and Europe • Theoretical frameworks that can help analyse the application of Industry 4.0 technologies within the Construction Industry • Empirical survey of stakeholders (in one or more demographic locations) • Data analysis and production of a report / paper to evaluate the application of Industry 4.0 within the construction sector

Deliverables	<ul style="list-style-type: none"> • Report and/or conference/journal paper
Prerequisites	<ul style="list-style-type: none"> • Interest in Industry 4.0 technologies and their innovative applications in solving real world business and management issues. • Passion for sustainability agenda. • Understanding on the application of quantitative method
Level:	Postgraduate
Recognition	The participant will receive a certificate of participation at the end
Places available	2
Funding	Selected students should be recipients of an Erasmus Grant

Project number	4
Project Title	Exploring the role of AI drones in driving Regenerative Farming.
Project Supervisor (name & email)	Dr Kamran Mahroof k.mahroof@brad.ac.uk Dr Amizan Omar a.omar4@brad.ac.uk
Project outline	<p>The world's population is set to increase to approximately 10b people by 2050, which lead to increase pressures to world food system. As the response, the agriculture sector has taken several effective however not efficient practices. In order to ensure high yield, agricultural producers commonly use tillage, ploughing and other techniques that damages soil health but also most severely exposing the green house emission to the environment. In order to reverse this, there is an urgent need to identify the potential Industry 4.0 technology and soft artificial intelligence to optimise yield to secure food supply to the ever-growing world's population, while minimising environmental impact.</p> <p>AIM: This project will explore the potential of Industry 4.0 and soft AI in regenerative farming in the UK, in support of the UN SDGs (G2: Zero Hunger; G9: Industry, Innovation and Infrastructure; G12: Responsible Consumption and Production; G13: Climate Action; G15: Life on Land).</p>
Activities involved	<ul style="list-style-type: none"> • Literature review on the Regenerative farming and Industry 4.0 and soft artificial intelligence. • Literature review on the potential uses of Industry 4.0 technologies in the regenerative farming • Develop a framework that can help to understand the application of Industry 4.0 technologies in regenerative farming • Facilitate empirical study • Data analysis and production of a report / paper to evaluate the application of Industry 4.0 within the regenerative farming
Deliverables	<ul style="list-style-type: none"> • Report and/or conference/journal paper
Prerequisites	<ul style="list-style-type: none"> • Interest in Industry 4.0 technologies and their innovative applications in solving real world business and management issues. • Passion for sustainability agenda. • Understanding on the application of quantitative method
Level:	Postgraduate
Recognition	The participant will receive a certificate of participation at the end
Places available	2
Funding	Selected students should be recipients of an Erasmus Grant

Project number	5
Project Title	Exploring the implication of language barrier on the uptake of digital government services
Project Supervisor (name & email)	Dr Amizan Omar a.omar4@brad.ac.uk
Project outline	<p>The digital government services refer to the services provided/delivered by the government to the members of public using information and communication technologies. One of the key objectives of digital government services is to increase service accessibility i.e. make government service easily available for all levels of communities to use. Nonetheless, the level of uptakes of these services varies between places and communities in the UK, leading to social exclusion that affect the quality of life and wellbeing. Committed in supporting the United Nations Sustainable Development Goals, Goal#3 (Ensure healthy lives and promote well-being for all at all ages) and Goal#11 (Make cities and human settlements inclusive, safe, resilient, and sustainable), this project will explore the implication of language barrier on the uptake of digital government services by the non-English speakers in the Bradford areas, to improve social inclusion. Bradford district has a population of over 530,000 (one of the largest cities of United Kingdom), is among the most socio-economically deprived local authority in England and most ethnically diverse. White people make up 67.44% of the population (64.86% Great Britain, 0.49% Irish, 0.08% Gypsy, 3.01% various other countries), Asians 26.83% (majority are Pakistani), Black 1.77%, Arab 0.71%, mixed race 2.48% and 0.77% other ethnic group.</p> <p>AIM: This project will examine how language barriers among the non-English speakers influence the uptake of digital government services in Bradford area.</p>
Activities involved	<ul style="list-style-type: none"> • Literature review on the concept of digital government services • Literature review on factors influencing digital government services uptake • Literature review on the relationship between language and digital government services usage • Theoretical frameworks that can help analyse digital services uptake • Empirical survey of member of communities in Bradford district (in one or more areas). • Data analysis and production of a report / paper to evaluate the implication of language barriers to digital government services uptake.
Deliverables	<ul style="list-style-type: none"> • Report and/or conference/journal paper
Prerequisites	<ul style="list-style-type: none"> • <i>Passion for solving social issues through inclusion</i> • <i>Passion for sustainability, equality and inclusion agenda</i>
Level:	Undergraduate and Postgraduate
Recognition	The participant will receive a certificate of participation at the end
Places available	1
Funding	Selected students should be recipients of an Erasmus Grant

Project number	6
Project Title	Exploring the barriers to digital inclusion among the underprivileged communities in Bradford District.
Project Supervisor (name & email)	Dr Amizan Omar a.omar4@brad.ac.uk
Project outline	<p>Digital technologies are having a profound effect on all walks of communities and the practices of everyday life. However, the benefits of digital technology are not equally distributed, for example between different age groups and socioeconomic backgrounds. In some cases, digital technologies are creating new challenges of social division and inequality. This repercussions is described as digital exclusion. In opposed to this is digital inclusion - i.e. ensuring the benefits of the internet and digital technologies are available to everyone, regardless of their socio-economic status. Committed in supporting the United Nations Sustainable Development Goals, Goal#3 (Ensure healthy lives and promote well-being for all at all ages) and Goal#11 (Make cities and human settlements inclusive, safe, resilient, and sustainable), this project will explore the barriers of digital inclusion among the underprivileged communities in the Bradford areas. Bradford district has a population of over 530,000 (one of the largest cities of United Kingdom), is among the most socio-economically deprived local authority in England and most ethnically diverse.</p> <p>AIM: This project seeks to understand the barriers impeding the underprivileged communities in Bradford areas from accessing the benefits of internet and digital technologies.</p>
Activities involved	<ul style="list-style-type: none"> • Literature review on the concept of digital inclusion • Literature review on factors influencing digital inclusion • Theoretical frameworks that can help understand the barriers to digital inclusion • Empirical survey of member of communities in Bradford district (in one or more areas). • Data analysis and production of a report / paper to suggest barriers to digital inclusion among underprivileged communities in Bradford District.
Deliverables	<ul style="list-style-type: none"> • Report and/or conference/journal paper
Prerequisites	<ul style="list-style-type: none"> • <i>Passion for solving social issues through inclusion</i> • <i>Passion for sustainability, equality and inclusion agenda</i>
Level:	Undergraduate and Postgraduate
Recognition	The participant will receive a certificate of participation at the end
Places available	1
Funding	Selected students should be recipients of an Erasmus Grant

Project number	7
Project Title	Connection between digital literacy and susceptibility to misinformation
Project Supervisor (name & email)	Dr. Elvira Ismagilova (e.ismagilova@brad.ac.uk) Dr. Kuttimani Tamilmani (k.tamilmani@brad.ac.uk)
Project outline	<p>Social media is a source of various types of misinformation. Decisions to share content on social media can be made in seconds. It is argued that misinformation can spread more broadly in comparison with accurate information and sometimes posts containing misinformation can become more popular than accurate posts. Misinformation can have serious consequences for society, businesses, and public authorities (e.g., panic buying, manipulation of the outcomes of elections, spread of infection, shortage of essentials, mental health problems etc.). Prior research has shown some individuals are more likely to believe misinformation than the others depending upon the individual characteristics (e.g., Age, Education etc)</p> <p>AIM: This project aims to explore the relationships between digital literacy and vulnerability to misinformation on social media platforms.</p>
Activities involved	<ul style="list-style-type: none"> • Literature review of factors perception of misinformation • Literature review on impact of misinformation • Literature review of factors contributing to digital literacy • Designing the research model which explores relationships between digital literacy and misinformation • Development of the research hypothesis • Development of the survey instrument and data collection • Data analysis and production of report or journal paper
Deliverables	• Report and/or conference/journal paper
Prerequisites	Interest in fake news and misinformation
Level:	Undergraduate and Postgraduate
Recognition	The participant will receive a certificate of participation at the end
Places available	Report and/or conference/journal paper
Funding	Selected students should be recipients of an Erasmus Grant

Project number	8
Project Title	The Future of Africa in the International Division of Labour
Project Supervisor (name & email)	Jean-Marc Trouille j.m.l.trouille@brad.ac.uk
Project outline	This project aims: 1) to critically examine the core obstacles preventing economic development in sub-Saharan Africa; 2) to assess measures needed to boost economic development and generate sustainable growth in the sub-Saharan region.
Activities involved	Guided reading of recent literature related to African development. Selection of information in secondary sources. Regular meetings to assess progress.
Deliverables	<ul style="list-style-type: none"> • 5000-word essay or a research project and presentation
Prerequisites	<ul style="list-style-type: none"> • Skills in library research and essay writing in English at University level
Level:	Undergraduate and Postgraduate
Recognition	The participant will receive a certificate of participation at the end
Places available	4
Funding	Selected students should be recipients of an Erasmus Grant

Project number	9
Project Title	Literature review on the qualitative attributes of corporate reports
Project Supervisor (name & email)	Dr Jing Li (J.Li15@bradford.ac.uk) Dr Mohamed Eldaly (m.k.eldaly@bradford.ac.uk)
Project outline	<p>This project aims to conduct a systematic literature review of studies on the qualitative attributes of Corporate Reports, including</p> <ul style="list-style-type: none"> - the Strategic Report, - Extended Auditor Report, - CSR/Environmental/Sustainability Reports. <p>The qualitative attributes of Corporate Reports covers issues on e.g. readability, timeliness, tonality, coverage, attribution, and forward-looking.</p>
Activities involved	<ul style="list-style-type: none"> • Selection of relevant journals to be included in the review • Literature search within the selected journals on the relevant topics/on the list of pre-determined keywords, followed by using the snowballing technique to examine the reference lists of the studies identified during the initial search to further identify important and influential literature in the relevant fields • Review the literature to examine the extent, range, and nature of research activity in the areas searched • Summarize the reviews and identify research gaps in the literature
Deliverables	<ul style="list-style-type: none"> • An Endnote library of the studies reviewed in the systematic literature review • A full reference list of the studies reviewed • An Excel spreadsheet that summarises the studies included in the review • A 5,000- words report that provides a summary of the method used for the literature search and a literature review of the studies identified.
Prerequisites	<ul style="list-style-type: none"> • Has some accounting background
Level:	Postgraduate
Recognition	The participant will receive a certificate of participation at the end
Places available	3
Funding	Selected students should be recipients of an Erasmus Grant

Project number	10
Project Title	A Review on Artificial Intelligence (AI) in Accounting and Sentiment Analysis of Corporate Communications
Project Supervisor (name & email)	Dr Jing Li (J.Li15@bradford.ac.uk) Dr Ci Lei (C.Lei1@bradford.ac.uk)
Project outline	Artificial Intelligence (AI) has been widely applied in various research disciplines such as AI in health, medicine, education, business, marketing, etc. There has also been a rise in AI in accounting research. This project aims to conduct a review on research in AI in accounting in general, and then with a particular focus on the use of AI in sentiment analysis of corporate communications, including e.g. corporate annual reports, corporate website, sustainability reports, analyst reports, etc.
Activities involved	<ul style="list-style-type: none"> • Conduct literature search on AI in accounting, use of AI in sentiment analysis, and use of AI in sentiment analysis of different types/venues of corporate communications • Review the literature to examine the extent, range, and nature of research activity in the areas searched • Summarize the reviews and identify research gaps in the literature
Deliverables	<ul style="list-style-type: none"> • An Endnote library of the studies reviewed in the literature review • A full reference list of the studies reviewed • An Excel spreadsheet that summarises the studies included in the review • A 5,000- words report that provides a summary of the method used for the literature search and a literature review of the studies identified.
Prerequisites	N/A
Level:	Postgraduate
Recognition	The participant will receive a certificate of participation at the end
Places available	2
Funding	Selected students should be recipients of an Erasmus Grant