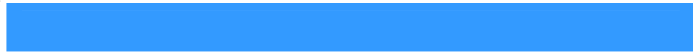




The  
University  
Of  
Sheffield.



SOUTH-EAST  
EUROPEAN  
RESEARCH  
CENTRE

**Call for PhD Applications  
2008-2009  
Deadline: May 26, 2008**



**CITY**

*Affiliated Institution of the*  
UNIVERSITY OF SHEFFIELD

**PhD Studentships at SEERC –  
Call for Applications (deadline: **May 26<sup>th</sup> 2008**)**

**1. The PhD programme**

The PhD programme is run jointly by the University of Sheffield and CITY Liberal Studies under a joint supervision scheme. The programme is hosted by the South East European Research Centre (SEERC), a Research Centre of the University of Sheffield and CITY Liberal Studies based in Thessaloniki, Greece.

At SEERC there are currently two possibilities for a PhD degree:

A) Full Time programme: The duration (normally) is 3 years and it requires full time commitment on the part of the PhD student, which means that one would have to be physically present at SEERC premises located in Thessaloniki. Part of the PhD programme involves the Research Training Programme (RTP) modules, where the PhD student undertakes modules for training in research methods.

B) Part Time programme: with duration from 6 to 8 years (normally). To be eligible for a part-time PhD the candidate should be able **to prove significant experience in the selected field**. In this case, the PhD student has the obligation for a minimum of two visits to Thessaloniki annually for supervision purposes (with the CITY and Sheffield supervisors). All other communication with supervisors occurs via e-mail and telephone.

**2. Tuition Fees**

The fees for the PhD for 2007-2008 were 6300 British pounds annually for full-time study and 3150 British pounds for the part time programme (a small increase is expected every year on fees. Exact figures will be given to successful applicants).

Fee Waivers/Studentships: Once again this year, the University of Sheffield will be offering a **small** number of fee waiver positions for students to obtain PhDs through **SEERC in Thessaloniki**, on a number of thematic areas as listed below (see section 5). The fee waivers are decided on the criterion of academic excellence and cover tuition fees and not living expenses.

**3. Submission process**

We accept proposals from qualified students, either for Part-time or Full-time study. The proposals might address **either a topic within the Broad Thematic Area or a Specific Research Topic** as described in section 5.

In order to apply, PhD candidates need to download the [Application form](#) along with the [Guidance Notes](#) from the SEERC site and fill it in, read the Guidance Notes, and then send by post 1 copy to SEERC and 1 copy to The University of Sheffield. Please note that incomplete applications will be disqualified from the process. Candidates have to ensure that all supporting documentation is included in the application. The application form and supporting documents should be accompanied by a **Research Proposal** and an updated **CV**.

The **Research Proposal** should be typed, the length should be about 1,500 – 2,000 words (6 to 8 pages) and should include the following:

- a) Title of the proposed thesis
- b) Reference to either a topic within the Broad Thematic Area or one of the Specific Research Topics (as referred to in section 5)
- c) Proposed mode of work (full time or part time)
- d) Background to research topic
- e) Specific problem(s) to be examined
- f) Methods of research proposal, plan and timetable of work

- g) Resources available and required (if any)
- h) Any other information in support of your proposal
- i) The proposal should include correct citations to the literature and a brief bibliography

**All applications should be submitted by May 26<sup>th</sup> 2008 (post-marked).** Please note that the complete application forms need to be sent to **both** SEERC and The University of Sheffield at the **same** time by ordinary post. **Moreover, an electronic version of the Research proposal and the CV should be sent by May 26<sup>th</sup> 2008 by email to SEERC at [phd\\_admissions@seerc.org](mailto:phd_admissions@seerc.org).** The application form should be downloaded from the SEERC site <http://www.seerc.org/newsdetail.asp?id=57>.

Please note that incomplete applications missing one or more documents or failure to submit the hard copies of the application by post (i.e. submission only of the proposal in electronic form) to SEERC and to the University of Sheffield will result to the application' disqualifying.

The possible outcomes of your application are:

- Acceptance to read for a PhD
- Acceptance to read for a PhD with a fee waiver
- Rejection

All candidates will be informed on the outcome of the evaluation procedure, which will involve an interview at SEERC premises with the proposed supervisors either in person or by phone. Should you need more information about our programme, please contact Ms. Athanasia Halatzouka at +30-2310-253478 or write to us at [phd\\_admissions.org](http://phd_admissions.org).

A step-by-step guide to submitting an application	
Step 1:	Read in detail the requirements from this Call for Proposals
Step 2:	Download the application form from <a href="http://www.seerc.org">www.seerc.org</a>
Step 3:	Read the Guidance Notes for completing it
Step 4:	Prepare Research Proposal and an Updated CV according to Guidelines
Step 5:	Prepare supporting documents for inclusion in the application pack
Step 6:	Send by post 1 copy of the application documents to SEERC and 1 copy to the University of Sheffield. Do this by May 26, 2008 (post stamp as proof of validity of the application).
Step 7:	Send by May 26, 2008 the Research proposal and the updated CV by e-mail to <a href="mailto:phd_admissions@seerc.org">phd_admissions@seerc.org</a>

#### 4. English Language Requirements

For Specific Research Topics # 1-4 see The University of Sheffield Management School English Language requirements at: <http://www.sheffield.ac.uk/management/researchstudies/entry.html>

For the rest of the Specific Research topics as well as the Broad Thematic Area, see the General University of Sheffield English Language requirements at: <http://www.shef.ac.uk/geography/pg/phd/requirements.html>

## TOPICS

## 5. Research Topics

### 5.1. Broad Thematic Area

### 5.2. Specific Research Topics

Applications are accepted for topics within the Broad Thematic Area and for a number of Specific Research Topics. In the first case the candidate should specify his/her own topic of research based on the Broad Thematic Area identified in section 5.1. In the second case the candidate should prepare a research proposal on one of the Specific Research Topics described in section 5.2. **In both cases a Research Proposal should be drafted according to the requirements of section 3.**

#### 5.1 BROAD THEMATIC AREA

##### **Research into a number of different areas of journalism studies in the context of the European media**

- Description:

Study of journalism in all its aspects (historical and contemporary). This could include studies of representation, e.g. of the EU, Member States, studies of news production, of convergence or integration, political communication, journalism practice, and issues of media freedom.

Study of European media policy and the changing nature of the European media landscape.

- Candidate's Profile:

The candidate should have a good command of English and should be from a social sciences or humanities background with some knowledge of research methods. Priority will be given to full time students.

## 5.2. Specific Research Topics

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### Topic # 1: Human Resource Management in South-Eastern Europe

#### Proposed Supervisors:

Professor G T Wood ([G.T.Wood@sheffield.ac.uk](mailto:G.T.Wood@sheffield.ac.uk))

Dr Szamosi ([szamosi@city.academic.gr](mailto:szamosi@city.academic.gr))

Dr Psychogios ([a.psychogios@city.academic.gr](mailto:a.psychogios@city.academic.gr))

**Proposed area of Research:** The economic integration of South-Eastern Europe into the European Union is beginning to take shape – slowly in some ways and faster in others. Although a critical mass of information is slowly being built in relation to many functional business topics, the human resource management specific literature, as such, is sparse and fragmented creating a knowledge ‘hole’. Human capital development is being significantly hampered by issues such as ‘brain drain’. This doctoral proposal seeks to explore the current state and role of HRM and the development of human capital within the region now and in the future. Some of the current issues appear to be related to the development of either ‘regional specific’ HR policies, the ‘importing’ of Anglo-Saxon HR models, and/or the ‘cutting and pasting’ of HR models by foreign multinationals working in the region. The proposal seeks to understand the role of the various functional components of HRM (e.g., recruitment, selection, training, people development, performance appraisal).

**Candidate’s profile:** We are interested in students who have a good academic background with a Masters level qualification from a good quality institution. An excellent level of English both spoken and written to meet University of Sheffield regulations would be required. Also, an appropriate level of both quantitative and qualitative research skills would be a very positive element. In addition we are particularly interested in candidates that have had extensive career experience especially in the HR field (rather than purely academic experience).

## Topic # 2: A Framework for the Coexistence of Radical Innovation and Lean Systems<sup>1</sup>

### Proposed Supervisors:

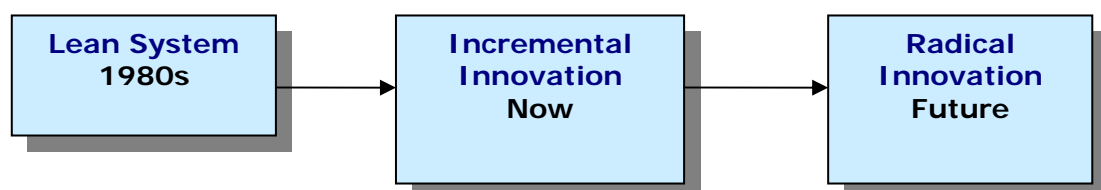
Professor Lenny Koh ([S.C.L.Koh@sheffield.ac.uk](mailto:S.C.L.Koh@sheffield.ac.uk))

Dr Panagiotis Ketikidis ([Ketikidis@city.academic.gr](mailto:Ketikidis@city.academic.gr))

### Proposed area of Research:

Lean system is well regarded as the ideal solution for improving production efficiency and reducing waste in supply chains. However, in today's highly competitive, increasingly complex and globalised supply chains, which are characterised by their high level of uncertainty and risk, lean system itself is no longer adequate for managing supply chains in this condition. Supply chains need slacks in order to counteract the effects of uncertainty and risk. In contrary, lean system advocates the removal of slack and deems slack as "evil" in supply chains. Under this conflicting condition, a balance has to be established to enable coexistence between lean system and slack in the supply chains.

In the last 20 years, there were many incremental innovations for managing and improving supply chains performance. This incremental innovations range from partnership, keiretsu network, supply chain integration both vertically and horizontally, supply chain optimisation, integrated information systems, all aiming to reduce cost and improve efficiency in the supply chains. Despite tremendous success and improvement in supply chain performance related to the adoption of the abovementioned incremental innovations, the successes are not sustainable due to: (1) higher level of product, process and business system imitations by competitors, giving rise to the abundance of choice and availability to consumers, (2) the emergence of the superpower in Asia especially China and India regarded as first choice, low cost location for manufacturing and service provision, and (3) increased level of automation, resulting in a significant reduction in production and labour costs (Pink, 2006).



**Figure 1. The evolution of lean system-incremental innovation-radical innovation**

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#### <sup>1</sup> References:

Melnyk, S.A., Lummus, R., Vokurka, R.J. and Sandor, J. (2006) Supply Chain Management 2010 and Beyond: Mapping the future of the Strategic Supply Chain, report, 2 November 2006.

Melnyk, S. A. (2007) Lean to a fault? CSCMP Supply Chain Quarterly, Quarter 3.

Pink, D. (2006) A Whole New Mind: Why Right-Brainers Will Rule the Future, New York: The Berkeley Publishing Group

The future of supply chains are no longer competing in terms of efficiency, but the future, is viewing supply chain management as a core competency to deliver value to customers. The ability to make the "jump" from the tactical supply chains to strategic supply chains, which empowers radical innovation, is critical and will differentiate a successful supply chain to a less successful one. Radical innovation is necessary for Europe and North America in order to successfully compete with Asia. The outsourcing of manufacturing and other "mechanical" tasks to Asia means that companies in Europe and North America must focus on creative thinking rather than on routine problem solving (Melnyk et al, 2006). This in turn implies that we need to shift from cost leadership strategy to differentiator strategy.

Organisations have started to radically innovate because radical innovation offers many benefits such as patent protection and higher profits. Radical innovation applies to all facets of supply chain including logistics innovation, product innovation, process innovation and so on. Some examples of radical innovations include the replacement of VHS format video with DVD, and the Apple's iPod phenomena that replaces portable CD player and its cross-industries adoption and integration (e.g. BMW is redesigning their cars to accommodate these devices). However, lean systems undermine radical innovation because radical innovation needs experimentation, thus resulting in the needs of slack to be able to do so. Radical innovations need slack because: (1) slack in the form of time and resources facilitates the act of innovation, (2) slack is necessary for debugging and implementing innovations, (3) slack is needed to compensate for failures, and (4) slack is needed for reaping the benefits of a successful new product or service (Melnyk, 2007).

Radical innovation has a very high level of risk. With the availability of slack, this could mitigate the risk involved in radical innovation. A combination of radical change and sustainable success which operates under dynamic supply chains environment will be required in order to radically innovate. Once benefits are realised and competitors started to appear in the market, then another round of radical change will follow. This loop continues. Lean system is important because of its ability to drive out waste in order to match supply and demand, whilst radical innovation is critical to successful future supply chains development.

Radical innovations and lean systems are two conflicting systems, but are equally important in redesigning the future supply chains. They could coexist when radical innovation system acts as the feeder for the lean system. Each system needs its own resources and its own controls. They could coexist under specific conditions. This research aims to develop a framework for the coexistence of lean system and radical innovation.

**Candidate's profile:** Students who have a good academic background with a Masters level qualification from a good quality institution. An excellent level of English both spoken and written to meet University of Sheffield regulations would be required. Also, an appropriate level of both quantitative and qualitative research skills would be a very positive element.



**Topic # 3: Intra – and Cross –Regional economic development dynamics:**

**Proposed Supervisors:**

Professor Elias Carayannis ([ecarayannis@city.academic.gr](mailto:ecarayannis@city.academic.gr))

Dr Panagiotis Ketikidis ([Ketikidis@city.academic.gr](mailto:Ketikidis@city.academic.gr))

**Proposed area of Research:** Deep and broad economic integration in Europe and especially within the European Union has been taking place mostly on an intra- and cross-regional basis transcending national frontiers and identities and being driven by affinities, complementarities and synergies at the regional level.

The presence, role and impact of this phenomenon as a driver of regional economic development and especially in the form of small and medium enterprise formation and growth is the motivation for this doctoral thesis research. In particular, the focus will be on profiling, analyzing, benchmarking, and modeling in socio-technical terms, ways and means that creativity, invention and innovation are manifested and drive economic development in the Balkan region in comparison to and contrast with other European regions, such as for instance, the Baltic region and potentially other parts of the world. The objective will be to derive insights from comparing and contrasting similarities and differences and critical success and failure factors within and across the regions under study.

Particular focus is meant to be placed on the role that knowledge-based innovation networks and knowledge clusters (see definitions below) in this regard play as catalysts and accelerators of new, sustainable and scalable technological venture formation and growth. In this context, innovation-triggering technological entrepreneurship is viewed as a core element of local, intra-regional and cross- innovation systems, as well as 'glocal' (global/local) knowledge production and innovation-triggering networks.

Key Working Concepts Defined

A set of working definitions developed in the context of this and prior related research projects is provided here:

- **"MODE 3":** *"Mode 3" for Knowledge Creation, Diffusion and Use*<sup>[1]</sup>: *"Mode 3" is a multi-lateral, multi-nodal, multi-modal, and multi-level systems approach to the conceptualization, design, and implementation of Government-University-Industry Public-Private Research and Technology Development Co-opetitive Partnerships*<sup>[2] [3]</sup>.

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<sup>[1]</sup> Carayannis et al (2006), Technological Learning for Entrepreneurial Development, International Journal of Technovation, 26, 419-443.

<sup>[2]</sup> Inter alia see: Carayannis, Elias G. and Jeffrey Alexander, Strategy, Structure and Performance Issues of Pre-competitive R&D Consortia: Insights and Lessons Learned, *IEEE Transactions of Engineering Management*, May 2004, vol. 52, no. 2

<sup>[3]</sup> Inter alia see: Carayannis, Elias and Jeffrey Alexander, Winning by Co-opeting in Strategic Government-University-Industry (GUI) Partnerships: The Power of Complex, Dynamic Knowledge Networks, *Journal of Technology Transfer*, vol. 24, no. 2/3, pp. 197-210, August 1999. Note: Awarded 1999 Lang-Rosen Award for Best Paper by the Technology Transfer Society

- **KNOWLEDGE CLUSTERS**<sup>[4]</sup>: *Knowledge Clusters are agglomerations of co-specialized, mutually complementary and reinforcing knowledge assets in the form of “knowledge stocks” and “knowledge flows” and management of real and virtual, “knowledge-stock” and “knowledge-flow”, modalities that catalyze, accelerate, and support the creation, diffusion, sharing, absorption, and use of co-specialized knowledge assets. “Mode 3” is based on a system-theoretic perspective of socio-economic, political, technological, and cultural trends and conditions that shape the co-evolution of knowledge with the “knowledge-based and knowledge-driven, gloCal economy and society”<sup>[5]</sup>.*
- **INNOVATION NETWORKS**<sup>[6]</sup>: *Innovation Networks<sup>[7]</sup> are real and virtual infra-structures and infra-technologies that serve to nurture creativity, trigger invention and catalyze innovation in a public and/or private domain context (for instance, Governm that exhibit self-organizing, learning-driven, dynamically adaptive competences and trends in the context of an open systems perspective.*

**Candidate's profile:** Students who have a good academic background with a Masters level qualification from a good quality institution. An excellent level of English both spoken and written to meet University of Sheffield regulations would be required. Also, an appropriate level of both quantitative and qualitative research skills would be a very positive element.

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<sup>[4]</sup> Carayannis et al (2006), Technological Learning for Entrepreneurial Development, International Journal of Technovation, 26, 419-443.

<sup>[5]</sup> Carayannis Elias and Max Zedwitz (2005). Elias G. Carayannis and Maximilian von Zedwitz, Architecting GloCal (Global-Local), Real-Virtual Incubator Networks (G-RVINS) as Catalysts and Accelerators of Entrepreneurship in Transitioning and Developing Economies: Lessons Learned and Best Practices from Current Development and Business Incubation Practice, *International Journal of Technovation*, v. 25, no. 2, February.

<sup>[6]</sup> Carayannis et al (2006), Technological Learning for Entrepreneurial Development, International Journal of Technovation, 26, 419-443.

<sup>[7]</sup> Networking is important for understanding the dynamics of advanced and knowledge-based societies. Networking links together different modes of knowledge production and knowledge use, and also connects (sub-nationally, nationally, trans-nationally) different sectors or systems of society. Systems theory, as presented here, is flexible enough for integrating and reconciling systems and networks, thus creating conceptual synergies.

**Topic # 4: Determinants of Family SME Innovation**

**Proposed Supervisors:**

Dr Sylvie Laforet

Dr Asimakou ([tasimakou@city.academic.gr](mailto:tasimakou@city.academic.gr))

**Proposed area of Research:** Family businesses have been regarded as the backbone of a free economy system and vehicle for market development (Poutziouris et al., 1997). The scale of family business activities in developed countries suggest that, on average, three out of four companies are family controlled, representing almost half of the employment and nearly half of the GDP activity (Harvey, 1994). Entrepreneurial literature recognises that there are differences in entrepreneurial and managerial behaviour between family and non-family businesses. Innovation literature is yet to define what innovation means for family firms and in particular, for family SMEs. Just like, any other firms, family SMEs will have to respond to globalization challenges and increasing competition at home and abroad. Innovation is a vehicle that will lead to improved business performance and enables a firm to gain a competitive advantage in the market place. Therefore, this PhD research aims not only, to fill a literature gap by examining what determines innovation in family SMEs, what are the characteristics of family SME innovativeness and, what are the problems and opportunities for innovation in such firms.

It will also, highlight to governments what measures can be taken to assist these businesses to grow and develop through innovation. Therefore, this PhD research has a balance of both academic and practical orientation.

The research objective is to find out whether there are any distinctive differences about the innovation process, ways of working and culture or the internal environment that contributes to innovation/ company innovativeness of the family firm compared to non-family firms.

Issues to be investigated are:

- Images and concepts of knowledge, learning and innovation, i.e. what innovation means for family SMEs, and hence how they plan to support the related processes.

In addition, the following detailed issues are to be examined:

- Innovation process used in family SME and ways of working
- Team effectiveness, creativity (among family members), strategy
- Management leadership (style) if any
- Family dynamic issues that could affect innovative behaviour
- Succession leadership issues that could affect innovation/ innovativeness
- Risk-taking attitude, family culture that contributes to either facilitating or hindering innovative behaviour
- Organisational learning issues in family context - how different that would be compared to non-family SMEs
- Innovation types that is prevalent in family SMEs

The project will focus on the retailing and services industries, where it is believed that family SMEs concentrate. Innovative family SMEs are to be identified within these industries.

The methodology adopted will be survey and personal interviews with owners. So, quantitative and qualitative techniques will be used.

**Candidate's profile:** The candidate will have a good first degree (Class 2:1 or above) and/or a Master level qualification in an area related to the studentship plus, the pass standard for English language requirement for non-English candidates – see section 4

**Skills & abilities:** The candidate will be enthusiastic, hard working, well-organised and able to prioritise work demands. Previous research experience would be an advantage as with knowledge of SPSS, Excel software packages. Full research training will be provided.

**Topic # 5: Systematic validation and automated testing of agent based systems**

**Proposed Supervisors:**

Dr. Petros Kefalas ([Kefalas@city.academic.gr](mailto:Kefalas@city.academic.gr))

Dr. M. Georghe ([M.Georghe@sheffield.ac.uk](mailto:M.Georghe@sheffield.ac.uk))

**Proposed area of Research:** Agent based software engineering activities rely on various models that are more or less formal. It is desirable that any software system produced in this context will be verified for certain properties - consistency, completeness etc and will be tested to certain extent to make sure it works reasonably well under various circumstances. This project will focus on a light weight modelling paradigm based around state machines, more precisely X-machines and communicating X-machines, and aims to provide the scientific basis and the engineering approach to specify fully functional software systems. The specifications made within the above mentioned framework will be translated into specific model-checking specification languages (Spin, Prism etc) and test sets will be accordingly generated. The project will investigate specific algorithms that translate formal specifications into target model-checking languages and will assess their correctness as well as performances.

**Candidate's profile:** The candidate should possess a Bachelor's and Master's degree in Computer Science or Engineering or other relevant discipline and have a rather strong mathematical background. It is expected that the mode of study is F/T.

**Topic # 6: Data quality issues within the context of electronic health record systems in South East Europe (SEE)**

**Proposed Supervisors:**

Dr Panagiotis D. Bamidis ([pbamidis@seerc.org](mailto:pbamidis@seerc.org))

Dr Barry Eaglestone ([B.Eaglestone@sheffield.ac.uk](mailto:B.Eaglestone@sheffield.ac.uk))

**Topic:** The research will investigate data quality issues within the context of electronic health record systems in South East Europe (SEE). It aims to develop appropriate data quality metrics and management mechanism. The research will focus on storage of semi-structured healthcare data within the limited technological frameworks that are feasible within the SEE context.

**Advances:** National electronic health record systems are a key strategic objective of the information and management strategies of many nations with advanced information and communications technology infrastructures, such as the UK's national programme for IT in the NHS (Connecting for Health), but also an aspiration for nations with less developed infrastructures, such as in SEE. For example, Greece is currently introducing facilities to form a foundation for an electronic health record system by networking its regional hospital information systems, regional health administration offices and regional health centres. Achieving assured data quality is known to be a key factor in the success of such systems, and is a focus of considerable research. However, as well as remaining an open research problem, our previous research into national electronic health record systems within SEE has identified no other research which seeks to determine relationships between national technological infrastructures and achievable healthcare data quality. Thus, the proposed study will address a current and critical issue within SEE, with potential for a significant impact.

**Anticipated outcomes:**

A model of electronic health data quality, which characterizes and quantifies data quality factors within SEE. Algorithms for monitoring and improving data quality within the context of the above model. Prototype healthcare data quality software tools.

**Candidate's Profile:** The student will have a computer science and/or information systems background with good programming skills. Knowledge of the health sector and healthcare informatics would be an advantage, but is not essential. An appreciation of both qualitative and quantitative research methods would be an advantage.

**Topic # 7: Religious Tension, Violence and Intolerance: The Influence on Parenting in SE Europe**

**Proposed Supervisors:**

Professor Jan Horwath ([J.Horwath@sheffield.ac.uk](mailto:J.Horwath@sheffield.ac.uk))

**Proposed area of Research:** Europe has a long and complex history in respect of religion, including religious tension, violence and intolerance. Such a history has left its mark on a number of communities, some quite recently as in former Yugoslavian states, The Balkans and Northern Ireland. For other communities the consequences of the Holocaust and religious oppression continues to make an impact.

The proposed area of study provides an opportunity to explore the impact of this history on members of faith communities, most particularly in relation to family life. Previous studies on this topic have been small-scale, focusing in the main on Judo-Christian faith communities in the USA and Western Europe with a minority of British studies exploring Islamic faith traditions in the UK. There is very little qualitative research on the impact on families who have experienced religious tension, violence yet hold religious beliefs and practice their faith traditions. Of particular significance is the impact that these experiences have had on attitudes towards parenting. Steinberg (1996) suggests three core components to good parenting: warmth (love and nurture); structure (expectations, rules); and autonomy support (encourage individuality). Drawing on the studies completed in the USA and Western Europe religious beliefs and practices have been shown to influence all of these three elements. However, do they have the same influence if parents have experienced religious tension, violence and intolerance?

Building on a research study completed by Professor Horwath about the influence of religious beliefs and practices on parenting adolescence in the UK, this studentship provides an opportunity to explore how religious tension, violence and intolerance influences approaches to parenting amongst members of particular faith communities in South East Europe. Bearing in mind that this is a PhD the candidate would be expected to identify one faith community in South East Europe that has been subject to religious tension, violence and intolerance. Having identified a community they would be expected to undertake a qualitative study involving parents of children and young people less than 18 years of age in order to answer the following research questions:

- To what extent has religious tension, violence and intolerance influenced the attitude of parents towards their own religious beliefs and practices?
- How have these been influenced by their own parents?
- How have these informed their approach to parenting and the transmission of religious beliefs and practices?
- How can faith communities support parents and families in these types of situations?

The findings from this study should provide insights into the tensions and dilemmas encountered by parents and families who have experienced religious tension, violence and intolerance. These insights will be of particular value to faith leaders, policy makers and professionals who are working with members of faith communities. An anticipated output is an assessment tool that will be available to

commissioners and providers of services for parents enabling them to identify ways in which their services can meet family needs.

**Candidate's profile:** This studentship could be completed on a full or part-time basis. Students should possess a first degree 2:1 or above in sociology or a related discipline and have completed, or be prepared to undertake, research training. The successful candidate should be able to demonstrate a particular interest in the topic of study either through practical experience of working with families and/or faith communities or through academic study on this or related topics..



**Topic #8: Visual Attention and Emotion: The deleterious effect of ignoring-object in the subsequent emotional value.**

**Proposed Supervisors:** Dr Ana B. VIVAS ([vivas@city.academic.gr](mailto:vivas@city.academic.gr))  
and Dr. Tom STAFFORD ([T.Stafford@sheffield.ac.uk](mailto:T.Stafford@sheffield.ac.uk))

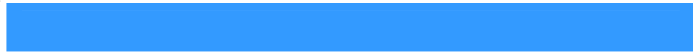
**Research Theme:** Cognitive Neuroscience

**Proposed area of Research:** How we select a particular object from a cluttered environment (e.g., a delicious apple in a grocery store) is influenced by the physical properties of the stimuli and its relevance for the current task, which determine which features and locations of the environment are selectively attended (Duncan, 1984). Furthermore, research has shown that object selection is also modulated by emotional processes that evaluate the object in terms of current and future goals. Thus, experiments have shown that selective attention can be biased to object with a negative emotional value (Fox et al., 2001). Interestingly, recent research has shown that the influence between emotion and attention is reciprocal; the selection of a specific object may influence the way we emotionally evaluate the object that were not selected. That is, Raymond et al (2003) found that ignoring a briefly presented object has a deleterious effect in our subsequent emotional evaluation of this object. This finding argues against the marketing wisdom of "any exposure is good exposure" (Raymond et al., 2003).

**Candidate's Profile:** Applicants must have a good honours degree in psychology or behavioural neuroscience. The successful applicant will be involved in empirical research using a range of techniques, including behavioural and psychophysical analyses of normal and possibly brain-damaged subjects. The studentship thus offers the opportunity to develop research expertise across the broad field of cognitive neuroscience, and particularly on the topic of attention and emotional processes. The general topic of the studentship is the effects of attentional selection on the subsequent emotional value of the ignored object. The studentship thus offers the opportunity to develop research expertise across the broad field of cognitive neuroscience. **Special Requirements:** Research experience with behavioural or psychophysical techniques (e.g., ERPs), and knowledge of software to program and run behavioural experiments would be advantageous.



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<http://www.seerc.info>



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