

Let's Collaborate with Di on how corporations respond to product recalls

SUMMARY KEYWORDS

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SPEAKERS

Catherine McDonald, Di Liu

Catherine McDonald 00:01

Hello, and welcome to Let's Collaborate a podcast from the South West Doctoral Training Partnership. I'm your host, Catherine McDonald. And joining me for this episode is Di Liu from the University of Bristol. Di is looking at how corporations respond to product recall crises. Di, could you tell me a bit more about your research?

Di Liu 00:21

Yeah, thank you. It's my honour to speak here. My research try to explore how corporations respond to product recall, especially for the focusing on why the corporations will choose regioni as a kind of strategic choice. And as we know, a product recall is a procedure we identifying and removing the tainted products from the circulation in the supply chain. So, it has been identified when a typical product failure. So, a corporation will do lots of response to it, like increasing research and development efforts, using podcast advertising and use other actions to respond to it. But now, there's little research focused on whether the company will rezoning their production to their own home country to respond this can easily because outsourcing and offshoring can increase the probability of product recall. So my research, we're trying to bridge this research gap to explore there, whether there is a relationship between product recall, and regioni activity, and how does this relationship is like, and what's the dynamic? And what's the implications?

Catherine McDonald 01:37

And so what made you want to do this research? What was your motivation?

Di Liu 01:41

Yeah, so product recall, as kind of keep cold product failure is really important to consumers, because it will detrimental to consumers health, and it will cause financial cost to the stakeholders. So it's not good to consumers, and not good to corporations, and not good to the public and the government. And previous research they have did research on corporations response to product recall, like increasing their research and development, do some post active attachment actions to make up their mistakes, but there's little research focus on whether they're rezoning to the home country to reduce the future recourse. So I found this is a great gap. And I'm happy to do more research about it.

Catherine McDonald 02:33

And how are you actually doing that research? What are your methods?

Di Liu 02:37

I use quantitative method, especially the econometric models. So currently, I'm working on the working on collecting the product, record data and label whether this product recall is should be blamed to the manufacturer, the retailer or the distributor? And try to put a label on yet. And then I need to collect data about the financial data accounting data and firms identification data, to do the quantitative analysis, and to find if there is a relationship between product recall and their rezoning? And what is relationship and how does this relationship change?

Catherine McDonald 03:16

And what do you hope your research will inform or change?

Di Liu 03:22

I think, firstly, my research will provide implications on the factors will affect corporations decision making process. And second, my research, we will try to make a responsible future for customers. So we need to make customers health and well being improved.

Catherine McDonald 03:39

Yeah, absolutely. And so Di, I've got one final question for you. I want to know what your advice would be to someone who's thinking about embarking on a PhD.

Di Liu 03:51

I think the first you need to try to find your motivation, because motivation to do a PhD is really important. And you need to find why you want to do a PhD what's your research interest and what kind of measure you're going to use and why you are passionate about it even for your future career services. And next you need to do the PhD application, you need to contact someone to build your research network. And then I think you just need to do your research, do your regularly work and try to balance your work and life. And yeah, I think is important. You're not just a PhD, you're still a person.

Catherine McDonald 04:33

Absolutely, Di I wish you all the best with your research. It sounds really interesting. And thank you so much for joining us today for this episode. And thank you to you for listening to Let's Collaborate from the South West Doctoral Training Partnership. This was produced in collaboration with research podcasts and recorded at the SWDTP conference in 2023. Don't forget to subscribe wherever you receive your podcasts.