

<b>School/ Department:</b>	Erasmus School of Social and Behavioral Sciences / Department of Public Administration and Sociology
<b>Project Title:</b>	Place branding in Chinese urban renewal and urban governance
<b>Abstract:</b>	<p>In the past few decades, urban renewal and place branding have become two major, interconnected themes in the studies of urban development within China. Chinese national, regional and local governments commonly employ place branding as an important tool to manage people's perception of the urban environment, especially in urban renewal projects. The government first decides on the brand of a place and then adjusts the city's physical structure through urban renewal projects, making the remodeled area become an iconic part of the city and reflecting the new city image in the city's spatial structure. However, the interrelationship between place branding and urban renewal is still under-theorized and under-studied in China. Therefore, this project aims to explain how place branding contributes to urban renewal in the Chinese context, by applying multiple research methods, including questionnaire survey, observation, visual analysis, and interviews in a case study of the Greater Bay Area of Guangdong-Hong Kong-Macao (GBA). The study uses an innovative design to reveal both explicit and implicit attitudes of people regarding place branding and urban renewal. The birth and development of GBA were planned by the national government. Cities in this region also differ by economic structure, social culture and institutional characteristics. In light of this, the GBA emerges as a representative case of China's use of place branding, having reference value for other Chinese cities as well. Questionnaire surveys will explain people's explicit attitudes towards place branding models in different areas. The visual analysis methods reveals people's implicit attitudes. After the urban renewal, the area of study has undergone major visual changes. Studying people's visual fixations by observing fixation position, fixation count and gaze duration, this study goes beyond previous place branding research that tends to ignore subconscious attitudes. By doing so, this project will further explain the complex relationship between place branding and China's urban governance. This project contributes to theory and methodology on place branding and urban development in Chinese cities, and will also provide targeted suggestions for urban renewal, branding, and governance in China's urban practices.</p>
<b>Requirements of candidate:</b>	<p>Master's degree: Master in social sciences or geography</p> <p>EUR – ESSB requirement : IELTS: 7.5 (min. 6.0 for all subs.), TOEFL 100 (internet)</p> <p>Background: The candidate requires academic knowledge about place branding, and the research methods involved in the project (survey, visual analysis,</p>

	interviewing). Research experience in academic research projects is a plus. Familiarity with and contacts in the Greater Bay Area of Guangdong-Hong Kong-Macao (GBA) are a plus.
<b>Supervisor information:</b>  <b>Jasper Eshuis and Martin de Jong</b>	<p><b>Dr. Jasper Eshuis</b></p> <ul style="list-style-type: none"> <li>- Email address: <a href="mailto:eshuis@essb.eur.nl">eshuis@essb.eur.nl</a></li> <li>- Personal website: <a href="https://www.eur.nl/en/essb/people/jasper-eshuis">https://www.eur.nl/en/essb/people/jasper-eshuis</a></li> <li>- Positions: Associate professor Erasmus University Rotterdam, &amp; Visiting scholar University of California, Berkeley.</li> <li>- Board member of Public Administration Review (top 4 journal in Public Administration)</li> <li>- Google Scholar: 2150 citations, i10 index of 33, H index 2.</li> <li>- PhD supervision experience: 3 PhD trajectories completed, 3 ongoing.</li> </ul> <p>Recent publications, selection 2021 - 2016</p> <p><b>Eshuis, J.</b>, T. v.d. Geest, E-H. Klijn, J. Voets, M. Florek, and B. George (2021). The Effect of the EU-brand on Citizens' Trust in Policies: Replicating an Experiment. <i>Public Administration Review</i> 81 (4): 776-786.</p> <p>Zavattaro, S.M., A. Marland, and <b>J. Eshuis</b> (2021). Public Branding and Marketing: Theoretical and Practical Development. <i>Public Administration Review</i> 81 (4): 728-730.</p> <p><b>Eshuis, J.</b> and L. Gerrits (2021) The Limited Transformational Power of Adaptive Governance: A Study of Institutionalization and Materialization of Adaptive Governance. <i>Public Management Review</i> 23 (2): 276-296.</p> <p>Breek P., <b>J. Eshuis</b> and J. Hermes (2021). Sharing feelings about neighborhood transformation on Facebook: online affective placemaking in Amsterdam-Noord. <i>Journal of Urbanism</i> 14(2): 145-164.</p> <p>Vandenbussche, L., J. Edelenbos and <b>J. Eshuis</b> (2020) Plunging into the Process: Methodological Reflections on a Process-Oriented Study of Stakeholders' Relating Dynamics. <i>Critical Policy Studies</i> 14 (1): 1-20</p> <p>Belabas, W., <b>J. Eshuis</b> and P.A. Scholten (2020) How political discourses and marketing logic pushes migration-related diversity to the background in place brands. <i>European Planning Studies</i> 28 (7):</p> <p>Weststrate, J., A. Gianoli, G. Dijkstra, <b>J. Eshuis</b>, M. Rusca and I. Cossa (2019) The regulation of onsite sanitation in Maputo, Mozambique. <i>Utilities Policy</i> 61: 1-9</p> <p>Weststrate, J., G. Dijkstra, <b>J. Eshuis</b>, A. Gianoli and M. Rusca (2019). The Sustainable Development Goal on Water and Sanitation: Learning from the Millennium Development Goals. <i>Social Indicators Research</i> 143 (2): 795-810.</p> <p>Vandenbussche, L., J. Edelenbos and <b>J. Eshuis</b> (2019). Coming to Grips with Actors' Lived Experiences: Piecing Together Research to Study Stakeholders' Lived Relational Experiences in Collaborative Planning Processes. <i>Forum Qualitative Social Research</i> 20 (1) art.16.</p> <p>Breek, P., J. Hermes, <b>J. Eshuis</b> and H. Mommaas (2018) The role of social media in collective processes of place making: a study of two</p>

neighbourhood blogs in Amsterdam. *City & Community* 17(3): 906-924.

Boer, N. de, and **J. Eshuis** (2018). A street-level perspective on government transparency and regulatory performance: Does relational distance matter? *Public Administration* 96 (3): 452-467.

Boer, N. de, **J. Eshuis** and E.H. Klijn (2018). Does disclosure of performance information influence street-level bureaucrats' enforcement style? *Public Administration Review* 78 (5): 694-704.

**Eshuis, J.** E. Braun, E.H. Klijn and S. Zenker (2018) The differential effect of various stakeholder groups in place marketing. *Environment and Planning C* 36(5) 916-936.

Braun, E., **J. Eshuis**, E-H. Klijn and S. Zenker (2018) Improving place reputation: do an open place brand process and an identity-image match pay off? *Cities* 80: 22-28.

Vandenbussche, L. J. Edelenbos and **J. Eshuis** (2017). Pathways of stakeholders' relations and frames in collaborative planning practices: A framework to analyse relating and framing dynamics. *Planning Theory* 16 (3): 233 – 254. DOI: 10.1177/1473095215620150

**Eshuis, J.** and E-H. Klijn (2017) City Branding as a Governance Strategy. In: Hannigan and Richards (eds) *The Handbook of New Urban Studies*. Sage, Thousand Oaks. pp 92-105

Karens, R., **J. Eshuis**, E-H. Klijn and J. Voets (2016). The Impact of Public Branding: An Experimental Study on the Effects of Branding Policy on Citizen Trust. *Public Administration Review* Vol. 76 (3): 486-494.

#### **Prof. dr. Martin de Jong**

- Email address: [w.m.jong@law.eur.nl](mailto:w.m.jong@law.eur.nl)
- Personal website: <https://www.eur.nl/en/esl/people/martin-de-jong-1>
- Position: Full Professor at Erasmus University Rotterdam
- Google Scholar: 7750 citations, i10 index of 104, H index 42.
- Board member of:
  - Journal of Urban Technology
  - Springer Nature Urban Sustainability
  - MDPI Sustainability
- PhD supervision experience: 14 PhD trajectories completed, 12 ongoing.

Recent publications, selection 2021 - 2016

Schraven, Daan, Simon Joss and **Martin de Jong** (2021): Past, present, future: engagement with sustainable urban development through 35 city labels in the scientific literature 1990-2019, in *Journal of Cleaner Production* 292, 125924

Ma Wenting, **Martin de Jong**, Mark de Bruijne and Rui Mu (2021). Mix and Match: Configuring different types of policy instruments to develop successful Low Carbon Cities in China, in *Journal of Cleaner Production* 282, 125399

Ma, Wenting, **Martin de Jong**, Thomas Hoppe, Mark de Bruijne (2021): From

	<p>city promotion through city marketing to city branding; practices in 23 Chinese cities, in <i>Cities</i> 116, 103269</p> <p>Anttiroiko, Ari-Veikko and <b>Martin de Jong</b> (2020): <i>Inclusive cities</i>, Pivot series, Palgrave Macmillan.</p> <p>Ma, Wenting, <b>Martin de Jong</b>, Mark de Bruijne and Daan Schraven (2020): Economic city branding and stakeholder involvement in China: Attempt of a medium-sized city to trigger industrial transformation, in <i>Cities</i> 105, 102754</p> <p><b>Jong, Martin de</b>, Thomas Hoppe and Negar Noori (2019): City branding, sustainable urbanization and the rentier state; How do Qatar, Abu Dhabi and Dubai respond to the era of post oil and global warming?, in <i>Energies</i>, Volume 12, Issue 9, Pages 1657.</p> <p><b>Jong, Martin de</b> (2019): From eco-civilization to city branding; a neo-Marxist perspective of sustainable urban development in China, in <i>Sustainability</i>, Volume 11, Issue 20, pages 5608.</p> <p>Han Meiling, <b>Martin de Jong</b> and Mingxin Jiang (2019): City branding and industrial transformation from manufacturing to services: Which pathways do cities in central China follow, in <i>Sustainability</i>, Volume 11, Issue 21, Pages 5992.</p> <p>Lu Haiyan and <b>Martin de Jong</b> (2019): Evolution of city branding 2000-2017 in the PRD, in <i>Cities</i>, Volume 89, June 2019, Pages 154-166</p> <p><b>Jong, Martin de</b>, Meiling Han and Haiyan Lu (2019): City Branding in Chinese Cities: From Tactical Greenwashing to Successful Industrial Transformation, in: Zhang Xiaoling (ed.): <i>Remaking Sustainable Urbanism; Space, Scale and Governance in the New Urban Era</i>, Palgrave Macmillan, Singapore, pages 81-99</p> <p>Ma, Wenting, Daan Schraven, Mark de Bruijne, <b>Martin de Jong</b> and Haiyan Lu (2019): Tracing the origins of place branding research: a bibliometric study of concepts in use (1980-2018), in <i>Sustainability</i>, Volume 11, Issue 11, Pages 2999</p> <p><b>Jong, Martin de</b>, Yawei Chen, Simon Joss, Haiyan Lu, Miaoqi Zhao, Qihui Yang and Chaoning Zhang (2018): City branding in three Chinese mega-city regions, in <i>Journal of Cleaner Production</i>, Volume 179, 1 April 2018, Pages 527-543</p> <p>Noori, Negar and <b>Martin de Jong</b> (2018): Towards credible city branding practices: How do Iran's largest cities face ecological modernization? in <i>Sustainability</i> 2018, 10(5), 1354</p> <p>Lu, Haiyan, <b>Martin de Jong</b> and Ernst ten Heuvelhof (2018): Explaining the variety in smart eco city development in China; What policy network theory can teach us about overcoming barriers in implementation?, in <i>Journal of Cleaner Production</i>, Volume 196, 20 September 2018, Pages 135-149</p> <p>Yang, Qihui, Caterina Scoglio, Don Gruenbacher, Haiyan Lu and <b>Martin de Jong</b> (2018): A network-based approach to model the development of city branding in China, in <i>Computers, Environment and Urban Systems</i>, Volume 72, November 2018, Pages 161-176</p> <p>Han, Meiling, <b>Martin de Jong</b>, Zhuqing Cui, Limin Xu, Haiyan Lu and Baiqing Sun (2018): City Branding in China's Northeastern Region: How Do Cities</p>
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	<p>Reposition Themselves When Facing Industrial Decline and Ecological Modernization?, in <i>Sustainability</i> 2018, 10(1), 102</p> <p>Ma Xin, <b>Martin de Jong</b> and Harry den Hartog (2018): An eco-island under the smoke of Shanghai; Assessing China's policy to turn Chongming into a world-class example of sustainable urbanization, in <i>Journal of Cleaner Production</i>, Volume 172, 20 January 2018, Pages 872-886</p> <p>Hartog, H. den, Frans Sengers, Linjun Xie and <b>Martin de Jong</b> (2018), Three smart eco city projects in Shanghai, in <i>Journal of Cleaner Production</i>, Volume 181, 20 April 2018, Pages 692-702</p>
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**English requirements:** Please refer to Erasmus University China Center official website for your information [www.eur.nl/eucc](http://www.eur.nl/eucc)

*Erasmus University China Center -> CSC Scholarship -> "I am a prospective CSC PhD Candidate" -> Table 1*

Please note that each institute requires difference level of English, make sure to find the right institute. 2022 CSC-PhD programme information will be shared and updated soon!