

The Future of Service: A Critical Examination

Summary

The project belongs to the general area of Service Management and Marketing, but is – more specifically – positioned at the meeting point of Service, Relationship, and Strategic Marketing as well as Data Management and / or Data Mining. Most importantly, the project seeks to build upon and extend critical scholarship on services.

Research field:	Economics and Business Administration
Supervisor:	Edward Rashkov Kasabov
Availability:	This position is available.
Offered by:	School of Business and Governance Department of Business Administration
Application deadline:	Applications are accepted between September 01, 2021 00:00 and September 30, 2021 23:59 (Europe/Zurich)

Description

Theories of services, relationships and strategy endorse customer centricity. Nonetheless, research has critically re-examined basic precepts. Critical scholarship offers opportunities to re-think what the future of service might be, by revealing how developments in technology and communications have assisted new techniques to manage customers and business partners, with little to no reference to traditional approaches.

The project could focus on power and compliance in service, inequalities, exclusions, and the role of data. Irrespective of the specific focus, the project needs to adopt a critical scholarship approach.

Applicants must submit the following information:

- Specify the project focus, including the working title, research objectives and questions. Which specific area will be analysed? Clearly state how your project intends to expand existing knowledge in the chosen area. Is there something new you will be exploring that has not been researched yet? You need to use some literature in your chosen topic to back up your research plans (1-2 paragraphs).
- Explain how that project belongs to critical scholarship (1-2 paragraphs).
- Tell us a bit about how you plan to carry out the project, including a PhD time line (e.g. what do you think you will be able to accomplish in year 1, year 2, etc.), research strategy, research design, the sampling approach you intend to use, and analysis methods. Discuss any prior experience you have regarding these issues (1-2 paragraphs).
- In case your initial plans fail to materialise for whatever reason, have you got an alternative scenario for your PhD studies here? What would they be? (1 paragraph).
- Link your PhD plans to your education and work experience – namely, have you got educational and / or practical background in the area you are planning to research? Limit the discussion of your education and work experience only to that which is of relevance to the planned PhD (1-2 paragraphs).

Qualifications:

- MSc or MA in Marketing, Management, Business Administration, Political Science, or Sociology

Applicants should fulfil the following requirements:

- Must hold a MSc or MA in Marketing, although applicants holding BA/MA/MSc degrees in Business Administration, Political Science, or Sociology are also welcome.
- Must have successfully completed their studies at the time of application, including having successfully defended their thesis.



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