

## The doctoral candidate's own topic in the service marketing research area

---

### Summary

---

*We are offering one PhD position in the broad research area of Services Marketing. This call is open to any student who is interested in pursuing a PhD at one of the largest social science institutes in Estonia. The prospective PhD student is thus free to propose their own research idea that suits their interests (including methodological pieces), but it needs to contribute to the knowledge in (service) marketing or marketing related psychology. The PhD project should focus on scholarly research that contributes to the school's position as a leading Business School in the region and beyond. Should you be interested in this position but not thinking of a topic, please contact your prospective supervisor for discussions BEFORE submitting your application file.*

Research field:	Business
Supervisor:	Prof. Dr. Volker Kuppelwieser
Availability:	This position is available.
Offered by:	School of Business and Governance Department of Business Administration
Application deadline:	Applications are accepted between June 01, 2023 00:00 and June 30, 2023 23:59 (Europe/Zurich)

### Description

---

The possible research areas are the following:

- Inclusivity in providing services
- Aging customers
- Sustainability in services
- Transformative service research and bottom of the pyramid customers
- Customer experiences
- Valid measures and how to overcome invariance
- Specific contexts (e.g., how to market death?)
- Others

The prospective PhD students are encouraged to design and execute original scholarly research projects.

### Responsibilities and (foreseen) tasks

- During the PhD research, the students should develop and implement their own research plan that results in at least three peer-reviewed and internationally published articles. As part of the PhD studies, the students will also get the opportunity to gain teaching, supervision and research management skills and competencies.
- The candidate's main task will be to prepare a doctoral thesis in the domain of consumer behavior under the supervision of Full Professor Volker Kuppelwieser.
- The candidate is also expected to engage in small-scale teaching and supervision as well as active participation in the department's activities.
- The candidate can also contribute to the organization of research and practitioner workshops where project findings are disseminated.

### A successful PhD candidate should preferably have:

- a master's degree in social sciences or in other areas with additional proof of social science research skills;
- a clear interest and own vision for independent research in the topic of the position;
- excellent command of English;
- strong and demonstrable writing and analytical skills;



- capacity to work both as an independent person and as part of an international team;
- capacity and willingness to provide assistance in organizational tasks relevant to the School of Business and Governance.

The candidate should submit a research plan for the topic, including the overall research and data collection strategy. The candidate can expand on the listed research questions and tasks, and propose theoretical lenses to be used.

### We offer

- 4-year PhD position (employed as an Early-Stage Researcher at the Department of Business Administration) in a strong team of researchers with international publication records and experience in leading and participating in pan-European research consortia.
- The chance to do high-level research in a dynamic academic environment.
- Opportunities for conference visits, research stays and networking with globally leading universities and research centers in the various sub-fields of marketing.
- All PhD positions are guaranteed a gross income of at least 1718 EUR and Estonian national health insurance.

### About the department

**Tallinn University of Technology (TalTech)** is an international scientific community with approximately 9,000 students and 2,000 employees, one of the largest universities in Estonia that is the leading EU country in digitalization. The strengths of the university are wide multidisciplinary study/research interests, modern research and study environment as well as strong collaboration with international educational and research institutions. TalTech is aiming to be an organization leading the way to a sustainable digital future.

The research carried out at the **Department of Business Administration** in the School of Business and Governance in TalTech deals with various aspects of business – entrepreneurship, sustainability, knowledge and technology transfer, operations and strategic management, digitalization, marketing, supply chain management, accounting and performance management. The School has over 200 employees.

The department is highly internationalised. Its staff have been involved in a multitude of international research projects with the EU (INTERREG, COST, Horizon Europe etc).

**For further information**, please contact please contact Prof Volker Kuppelwieser [volker.kuppelwieser@taltech.ee](mailto:volker.kuppelwieser@taltech.ee) and visit <https://taltech.ee/en/department-business-administration> and <https://taltech.ee/en/phd-admission>

**TalTech** has a green and one of the most compact university campuses in Europe that includes the Tehnopol Tallinn Science Park. Low hierarchy, academic freedom and a balanced work and family life are valued at TalTech. The university provides individual development and training opportunities, material and non-material tokens of acknowledgement, sporting opportunities at TalTech Sports Club and all-staff activities.

TalTech as an employer brings together representatives from a wide range of disciplines - engineers and economists, business and biotechnology, and data scientists - with a common mission to develop Estonian higher education and research. Keywords that characterize TalTech today are rapid development, interdisciplinarity, and internationalization. The university has an international working environment and the working languages are English and Estonian.



To get more information or to apply online, visit <https://taltech.glowbase.com/positions/638> or scan the the code on the left with your smartphone.