

PhD Candidate in MARKETING – Consumer Acceptance and Behavior of Internet of Things (IoT) Technology

IÉSEG School of Management at the Catholic University of Lille invites applications for a PhD candidate position (starting September 2015) in Marketing (Lille Campus) affiliated to the Marketing and International Negotiation Department.

About the IÉSEG School of Management

- IÉSEG is AACSB and EQUIS accredited and is an active member of the ‘Conférence des Grandes Écoles’.
- IÉSEG is one of the leading French business Schools in terms of research. The IÉSEG Research Center is accredited by the French CNRS (National Center for Scientific Research). IÉSEG promotes research and provides resources for active scholars.
- The IÉSEG faculty is highly qualified and very diverse with 32 nationalities represented.
- IÉSEG offers Bachelor and Master Degrees as well as Executive Education programs.
- IÉSEG ranks 21st in the most recent Financial Times ranking of Masters in Management.

The Lille Campus is in the heart of the Northern French city. More information about IÉSEG School of Management is available online at: <http://www.ieseg.fr>

Job description

IÉSEG School of Management (Lille, France) is searching for a PhD candidate in the field of marketing. The content of the PhDs will be defined in the field of “**Consumer Acceptance and Behavior of Internet of Things (IoT) Technology**”. This PhD thesis will be conducted in English and will draw on the theoretical domains of the technology acceptance model (TAM), trust, social influence, enjoyment, and behavioral control from the technological, social contextual and personal perspectives, to develop an integrated framework that incorporates the driving influences of these variables on consumer acceptance of IoT technologies on the one hand and consumer’s behaviors and attitudes on the other. The PhD candidates will get all the means and support to engage in innovative business relevant research projects with the premium objective of targeting top international peer-reviewed journals. The aim is to obtain the PhD degree within a 3-year period of time.

Qualifications of the PhD candidates

- A profound interest to do high-quality academic research.
- A passion for marketing and innovation.
- A master in marketing, business administration, management or equivalent.
- A good knowledge of statistical methods (e.g. structural equation modelling) and packages (e.g. SPSS, Lisrel, AMOS).
- Excellence in English (written – oral).
- Dynamic, pro-active, creative and serious personality.

Contact

Please send your cover letter, your curriculum vitae and 2 reference letters to Prof. Nicholas Paparoidamis at the following address: mkg.recruitment@ieseg.fr.