

PhD Candidate in MARKETING – Relationship Marketing in a digital context

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

The 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 **relationship marketing and new technologies**. The objective will be to improve the customer omni-channel experience and the customer relationship using new technologies. The PhD candidates will get all the means and support to engage in innovative business relevant research projects with high potential to get published in international peer-reviewed journals. The aim is to obtain the degree of PhD after 3 years.

Qualifications of the PhD candidates

- A profound interest to do high-quality academic research with a clear added value for business in an international environment.
- A passion for new technologies and their opportunities to improve customer relationships.
- Obtained a master in business, management or marketing or equivalent.
- Good master of statistical methods (SAS, SAS Enterprise guide or SPSS).
- Fluent in English. Ability to write high-standard text in English.
- Dynamic, pro-active, creative and serious personality.
- Fluent in French is a plus.

Contact

Please send your motivation letter and your curriculum vitae to Prof. Dr. Nathalie Demoulin via n.demoulin@ieseg.fr who is in charge of the recruitment procedure.