



JOB OPENINGS: 2 PHD CANDIDATES IN BIG DATA MARKETING ANALYTICS OF SOCIAL MEDIA DATA

The IÉSEG School of Management (Lille & Paris, France) in collaboration with ISTC School of Communication (Lille, France) are searching for **2 PhD candidates in the field of big data marketing analytics of social media data**. The content of the PhDs will be defined in the field of social media analytics and its influence on companies' communication strategies and their relationships with their customers. 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**.

About the IÉSEG School of Management

IÉSEG School of Management is one of the top Business Schools in France, ranked 6th in 2012 by leading student magazine L'Étudiant and ranked 24th in 2013 by the Financial Times. As a French Grande École and member of the Conférence des Grandes Écoles IÉSEG is part of the most prestigious higher education institutions in the country. It is also awarded with the international accreditations EQUIS & AACSB.

IÉSEG collaborates closely with the largest institute for basic research in Europe, the French National Centre for Scientific Research (CNRS). It was recently recognized as the No 2 Business School in France for research (*EducPro / L'Étudiant*, 2012). More information is available via <http://www.ieseg.fr/>.

About the ISTC College

The ISTC was founded in 1991, and is a communications college based in Lille offering specialised courses (Master's, Degree) leading to careers in the world of communications, such as marketing, advertising, the Internet and Human Resources. For 22 years our communications college based in Lille has been training operational, versatile, and forward thinking communication professionals. In order to help them quickly find a place in the world of business and to prepare them effectively to deal with its problems, ISTC offers a broad based course that combines theory with practice. More information is available via <http://www.istc.fr/>.

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 social media and its analytical opportunities to improve customer relationships and company's communication strategy.
- Obtained a master in Computational Linguistics, Engineering, Data Mining, Text Mining, Statistics, Computer Science or equivalent.
- A degree in business, marketing or communication is a plus.
- Programming skills of at least one statistical software language such as SAS/Base, SAS/Macro, SAS/Stat, SAS/IML, R and/or SQL are essential.
- Notions of Matlab, C++, FORTRAN or Java are a plus.
- Fluent in English. Ability to write high-standard text in English.
- Dynamic, pro-active, creative and serious personality.
- Fluent in French is a plus.

Working conditions of the PhD candidate

The PhD students will work under the conditions of a research contract for a period of 3 years **starting the latest in September 2014**. Salary conditions are in line with the French research system.

Supervision of the PhD candidate

The PhD students will be supported by a multi-disciplinary team by Prof. dr. **Christian Ben Lakhdar**, Prof. dr. **Kristof Coussement**, Prof. **dr. Nicolas Vaillant**, and surrounded by their international research network.

Application deadline

The positions are being filled up as they are coming in.

Interested?

Please send your motivation letter and your curriculum vitae to Prof. dr. Kristof Coussement via K.Coussement@ieseg.fr who is in charge of the recruitment procedure.

Note: The procedure is committed to equality and diversity, and encourages applications from all sections of the community.