
PhD position in Marketing

Leiden University
Institut Paul Bocuse Management Research (Lyon, France)
University of Angers

Fulltime
Beginning by November 2022

KEY WORDS:

Marketing, Consumer Behavior, Hospitality, Restaurant, Foodservice Management, Behavioral Pricing, Psychophysics, Adaptation-Level Theory, Social Judgement Theory, Range-Frequency Theory, Prospect Theory, Psychological Effect, Nudging, Reference Price, Differential Price Threshold, Absolute Price Threshold, Acceptable Price Range, Price Bundling, Price Personalization.

GENERAL CONTEXT:

A world-class research team associated with Institut Paul Bocuse Management Research (FR), Leiden University (NL), University of Angers (FR) invites excellent students to apply for this unique PhD opportunity and benefit from the partnership and facilities offered by these top research institutions, with two lead research supervisors at Leiden and Angers. This prestigious research position at the crossover of consumer psychology and marketing is funded for 36 months (3 years) and includes a stipend to support the successful applicant. One fully funded studentship is available. The successful applicant will spend time at each university and will graduate from the prestigious Leiden University in cotutelle agreement with University of Angers.

OBJECTIVES AND APPROACHES:

Examining psychological effects of pricing tactics, such as influencing price perceptions (e.g., priming, processing fluency, framing) or nudging purchase behavior (e.g., saliency, timing), especially in the context of holiday bookings and restaurant dining experiences, is a relatively new area in hospitality and tourism management research. The proposed doctoral study will extend behavioral price research by examining the effects of personalization and psychological pricing on price bundling. The thesis will thereby seek to contribute to knowledge development by examining theoretical properties of prospect theory that behavioral price research has mostly ignored until now and by defining monetary values for those properties.

PhD SUPERVISION:

The thesis co-supervisors will be:

- Prof. Jean-Pierre Van der Rest, Leiden University, the Netherlands
- Prof. Patrick Legohérel, University of Angers, France
- Dr. Henri Kuokkanen, Institut Paul Bocuse, France.

MAIN MISSIONS:

The PhD candidate is expected to complete a PhD thesis in 3 years, including the following expectations:

- Lead the research project and ensure the coordination between the different involved partners.
- To take part in PhD training where appropriate;
- Formulate original research hypotheses and conduct statistical analyses.
- To present work at international conferences (co-authored);
- To submit research results for publication in international peer-reviewed journals (co-authored);
- To undertake/participate in teaching assistance at IPB (64hrs/ year).

REQUIRED QUALIFICATIONS:

The candidates must have a Bachelor's and Master's degree, each with a strong research component, in one of the following fields in social sciences: psychology, marketing, tourism, hospitality management, or business administration. Following skills are expected from the candidate:

- Good knowledge of quantitative methods (e.g., experiments, surveys, regression), quantitative techniques (e.g., factor analysis, ANOVA, SEM), software (e.g., SPSS, AMOS, Mplus, PROCESS), and research databases (e.g., ScienceDirect, WOS);
- Passion for consumer psychology or pricing in marketing;
- Strong academic writing skills in English;
- Ability to make links between research, education, and practice

It is desirable that the candidate's master thesis shows well-developed research skills. The ability to work with statistical packages and databases is a great advantage and the thesis should have received a high grade. A publication, conference contribution, or any other previous research output / contribution / collaboration is an advantage. We also expect dynamism, excellent communication skills, teamwork and organizational skills from the candidate.

CONDITIONS:

- November 2022 - October 2025: 36-month PhD position based at the Institut Paul Bocuse Research Center with research visits to Leiden University and University of Angers
- Salary: PhD position 25k€ gross/year (based on French ANRT recommendations for CIFRE)
- 64hrs annual teaching assistance at Institut Paul Bocuse's programs
- The three departments have sufficient financial resources to fund software, data, and travel.
- The appointment as a PhD student will be for a period of three years (initially for a period of one year with an extension of two years after positive evaluation of progress and skills development) and will lead to a doctoral degree from Leiden University, in cotutelle agreement with Anger University, upon the successful defense of the PhD thesis

WORK ENVIRONMENT:

The PhD student will be part of the IPB Management Research group based at the IPB campus in Ecully (near Lyon) in the beautiful Auvergne-Rhône-Alpes region, with frequent interactions with University of Leiden and University of Angers. Planning and length of secondments at Leiden University in the Netherlands will be defined according to the project and candidates' profile.

APPLICATION PROCEDURE:

- Application deadline: 06/06/2022.
- Online interviews start promptly after the deadline.
- Applications should be sent to recrutement@institutpaulbocuse.com and include, in a single PDF file:
 - A cover letter (max 2 pages) stating how your skills and experience relate to the qualifications and project description above;
 - Your curriculum vitae (CV), including publications if applicable;
 - Your Master's thesis or other major writing sample;
 - Copies of your academic transcripts (e.g. BA./ BSc., MA./ MSc.);
 - If your native language is not English, examples or proofs of your English language proficiency;
 - The names and contact details (with emails) of three academic referees who know you well; one should be your Master's thesis supervisor.
 - Knowledge of French language is not required for the position itself, but it is an asset in everyday interactions and life.

For more information about this position, you can contact Henri Kuokkanen, Vice Dean of Postgraduate Programs (henri.kuokkanen@institutpaulbocuse.com).

HOST LABORATORIES

Leiden University, the Department of Business Studies, is part of the Leiden Law School. The School has a full-time teaching staff of approximately 300 (ca. 87 professors) and enjoys an undisputed international reputation. It is currently ranked 24th (QS World University Rankings) in its field.

Leiden University has faculty and student exchange agreements with more than 50 universities around the world. Through the League of European Research Universities (LERU), a consortium of some of the most renowned research universities in Europe (e.g. Cambridge, Edinburgh, Heidelberg, London, Oxford, Zurich), the school also plays an active role in European research policy debates.

The business department is located in a beautifully renovated national monument in the historic heart of Leiden. It was founded to offer high quality business education to all students at Leiden University majoring in a specific discipline and seeking to supplement their studies with a minor in business studies. Each year more than 200 students combine their studies with business-related courses such as Strategic Management, Marketing Management, Human Resource Management, Financial Accounting, Management Accounting, Corporate Finance and Entrepreneurship & Innovation. Faculty working in the Department of Business Studies has diverse backgrounds, such as marketing, psychology, business economics, and accounting.

GRANEM - Groupe de Recherche Angevin en Economie et Management (Angevin Research Group in Economics and Management)

The GRANEM is a research laboratory attached to the CNRS Federation. It's a multidisciplinary (economics and management) and multi-site team, with an average of 60 teacher-researchers, 50 doctoral and post-doctoral students, and 4 administrative staff. There is three research axis. The first one is "Food, Environmental and Organizational Challenges". It studies mainly the food, environmental and organizational challenges regarding current and future societal issues, in particular from a sustainable development and ecosystem preservation perspective. The second one is called "Tourism, Culture and Digital Issues". It aims to analyze the transformations of tourism, culture and digital technology at the macro, meso and micro levels. Finally, the third axis is "Strategic Mutations, Risks and Financial Sustainability". This axis focuses on the adaptations in the broader financial market structures engendered by the adoption of the United Nations' sustainable development agenda in September 2015.

This laboratory is attached to the University of Angers. The University of Angers has the highest success rate in France for the license in 3 years or 3-year bachelor's degrees. The UA supports its students throughout their career, and helps them to define their personal and professional project. It offers a range of 400 diplomas (initial or continuing education) in every key sector, a close relationships with businesses and companies (50 work-based learning programs), innovative teaching methods and has a high employability rate (90%).

Institut Paul Bocuse Management Research Group extends the work of the **Institut Paul Bocuse Research Center**, opened in 2008 in a dedicated building on the Ecully campus, to train students at the doctoral level and build a multidisciplinary research program. The Center stands out for its strong roots in societal and industrial contemporary challenges and plays a major role in identifying future practices in the field of hospitality, food service and culinary arts management. It originally focused on the relationship between humans (consumers and professionals) and food in eating-out contexts. Contributing to the uniqueness of the Centre is the experimental restaurant, which was designed as an innovative platform, a key original facility to collect data in real eating environments. This living lab is part of a culinary arts & hospitality management college and graduate school, which facilitates the connection between the scientific, academic and professional worlds, and provides human resources (specialized students and teachers) for operations. The IPB Management Research group extends the scientific excellence of the Institut into cutting-edge research in the fields of hospitality and foodservice management.

About Lyon, the 3rd city in France:

With a rich history stretching back more than 2000 years, Lyon has taken shape over time, presenting visitors today with neighborhoods that have a unique atmosphere and reflect the city's evolution. Lyon is a city of trade; it was the first city to hold large traders' markets. It is also a city of communications, and Lyon created a major access point to Europe and the rest of the world to encourage exchanges and influences between people, goods, and ideas. Lyon and its region are recognized as a central place for gastronomy and wonderful sensory eating experiences, with several great chefs, famous restaurants and international events, such as the Bocuse d'Or contest and the SIRHA exhibition. Institut Paul Bocuse also has strong ties with the French hospitality industry. Moreover, Lyon has a very strong academic environment related to business and management education with several highly ranked business schools and universities in the city.