

## Doctoral Vacancy Announcement form

<b>Research Topic Title:</b>		The contribution of Integrated Marketing Communications to the formation of perceptions concerning individuals, concepts or ideologies and organised belief systems.
<b>No. of Openings:</b>	1	
<b>Description:</b>	The thesis concerns the investigation of the impact of IMC tools on public opinion about individuals (e.g. celebrities, heroes, leaders, influencers, villains) or concepts (e.g. sustainability, prosperity, individual freedoms) or ideologies and organized belief systems (e.g. political parties or religions). Applying theories from consumer behavior and/or perception management, persuasion and influence and/or social psychology the research will systematically record widely held perceptions and empirically investigate their influence on attitudes and behaviors. The aim of the research is to develop information management and evaluation tools that will strengthen user criticality and empower them against manipulation attempts.	
<b>Funding:</b>	Depending on their field of expertise and qualifications, candidates may be offered teaching or lab assistant positions in the department. Moreover, funding may be available through future research projects. The University also has a limited number of Scholarships of Excellence.	
<b>Required Qualifications:</b>	Applicants must hold a Bachelor's degree from a recognised university in a relevant area, e.g. marketing, public relations, communication, media, internet studies, or psychology and a relevant master's degree with grades of at least Very Good / 2:1 Honours. They should have a strong methodological background in qualitative and/or quantitative and/or experimental methods and excellent knowledge of the English language (level C2). The following will be considered as additional qualifications: a) professional experience in marketing, public relations or media, b) experience in submitting research proposals and/or previous participation in research projects, c) academic publications. Applications are accepted only for full-time study and it is noted that the physical presence of candidates at the University is required. With their application, candidates should send a curriculum vitae, full transcripts of their degrees, any publications (1-2 representative), contact details of two people who can give letters of recommendation and a description of their research interests in English (up to 2 pages).	
<b>Research Advisor:</b>		
<b>Name/Surname:</b>	Anna Zarkada	

<b>Position:</b>	Associate Professor	
<b>Email:</b>	<a href="mailto:anna.zarkada@cut.ac.cy">anna.zarkada@cut.ac.cy</a>	

## Doctoral Vacancy Announcement form

<b>Research Topic Title:</b>		Changing Consumer Behaviours using Nudges	
<b>No. of Openings:</b>	1		
<b>Description:</b>	<p><b>Position:</b> The department of Communication and Marketing at CUT wants to fill in <b>one (1) PhD position in the academic field of Consumer Behaviour</b>. The project aims at exploring behavioural interventions in the form of <i>Nudges</i> (Thaler and Sunstein, 2008) and specifically how human behaviours can be changed to follow more sustainable alternatives using scientific insights. The PhD candidate will develop an understanding on the psychology of consumer decision making and on important drivers of everyday behaviours. The project aims at assisting consumers in making better decisions for their own and the wider societal good with the areas of interest including, but not limited to, <i>beneficial and green consumption, information divulgence and scam avoidance</i>. The candidate will demonstrate a tracked record of quantitative and qualitative skills and will have knowledge of relevant software.</p> <p><b>Benefits:</b> The Successful applicant will be funded and will have money allowance for conducting the required research. Opportunities and coverage of certain conference expenses abroad will be provided. Additionally, the candidate will have opportunities for paid teaching assistant positions in the department, based on performance. Additionally, he/she will have free access to specialized PhD-level modules to further enhance his/her analytical and communication skills.</p>		
<b>Funding:</b>	The position will be partially funded from a start-up grant. Moreover, depending on the field of expertise and qualifications, the chosen candidate will be offered with <i>paid</i> teaching assistant positions in the department.		
<b>Required Qualifications:</b>	<ul style="list-style-type: none"> <li>- An undergraduate degree in a Business field (Management, Marketing, or Economics) or Psychology or a relevant social science field.</li> <li>- <i>Excellent</i> knowledge of the English Language</li> <li>- Strong analytical, research, and communication skills.</li> <li>- Ability to work independently and as part of a team.</li> </ul> <p><i>(A Master's degree in a relevant field will be considered an advantage.)</i></p>		
<b>Research Advisor:</b>			
<b>Name/Surname:</b>	Christos Themistocleous		
<b>Position:</b>	Lecturer		
<b>Email:</b>	c.themistocleous@cut.ac.cy		

## Doctoral Vacancy Announcement form

<b>Research Topic Title:</b>	Measuring online and offline advertising effectiveness	
<b>No. of Openings:</b>	1	
<b>Description:</b>	<p>The Department of Communication and Marketing at CUT seeks a qualified candidate for a Ph.D. position focused on investigating and developing cutting-edge techniques to measure the effectiveness of advertising across various paid media channels, both online and offline. This doctoral position will provide the selected candidate with an immersive research journey into the dynamic and ever-evolving field of advertising and communication.</p> <p>The successful candidate will be involved in pioneering research that will explore a range of metrics, tools, and methodologies that marketing practitioners can use to measure the effectiveness of their advertising campaigns. This will include investigating traditional Key Performance Indicators (KPIs) such as return on investment (ROI), brand recall, customer engagement, and conversion rates, as well as emerging approaches such as sentiment analysis, multi-touch attribution, and the use of big data and AI in media measurement.</p> <p>Research areas of interest include, but not limited to:</p> <ul style="list-style-type: none"> <li>• Cross-Channel Measurements e.g. <ul style="list-style-type: none"> <li>○ Cai, Y. J., &amp; Choi, T. M. (2023). Omni-channel marketing strategy in the digital platform era. <i>Journal of Business Research</i>, 168, 114-197.</li> <li>○ Neufeld, E. (2017). Cross-device and cross-channel identity measurement issues and guidelines: How advertisers can maximize the impact of an identity-based brand campaign. <i>Journal of Advertising Research</i>, 57(1), 109-117.</li> <li>○ Neijens, P., &amp; Voorveld, H. (2015). Cross-Platform Advertising: Current Practices and Issues for the Future: Why the Gross Rating Point Metric Should Thrive in Today's Fragmented Media World. <i>Journal of Advertising Research</i>, 55(4), 362-367.</li> </ul> </li> <li>• Attribution Models e.g. <ul style="list-style-type: none"> <li>○ Nisar, T. M., &amp; Yeung, M. (2018). Attribution modeling in digital advertising: An empirical investigation of the impact of digital sales channels. <i>Journal of Advertising Research</i>, 58(4), 399-413.</li> </ul> </li> <li>• Emerging Digital Metrics e.g. <ul style="list-style-type: none"> <li>○ Fulgoni, G. M., Pettit, R., &amp; Lipsman, A. (2017). Measuring the effectiveness of branded content across television and digital platforms: How to align with traditional marketing metrics while capturing what makes branded content unique. <i>Journal of Advertising Research</i>, 57(4), 362-367.</li> </ul> </li> <li>• Consumer Engagement and Behavioral Tracking e.g. <ul style="list-style-type: none"> <li>○ Blasco-Arcas, L., Lee, H. H. M., Kastanakis, M. N., Alcañiz, M., &amp; Reyes-Menendez, A. (2022). The role of consumer data in marketing: A research agenda. <i>Journal of Business Research</i>, 146, 436-452.</li> </ul> </li> </ul>	

	<p>Interested candidates are required to submit the following:</p> <ol style="list-style-type: none"> <li>1. A motivation letter (max. 500 words)</li> <li>2. A Detailed CV: including academic background, relevant work experience, and any publications.</li> <li>3. A research proposal (max 2000 words): The proposal should outline potential research questions, proposed methodology, and how the research aims to contribute to the existing body of knowledge.</li> <li>4. Academic Transcripts and Certificates: To be submitted at a later stage along with letters of recommendation.</li> </ol>	
<b>Funding:</b>	<p>The Successful applicant can</p> <ul style="list-style-type: none"> <li>• receive money allowance for conducting his/her research including partial coverage of conference expenses,</li> <li>• receive funding as a teaching assistant,</li> <li>• applying to competitive internal scholarships, or</li> <li>• participating in funded research projects</li> </ul>	
<b>Required Qualifications:</b>	<ul style="list-style-type: none"> <li>• A Master’s degree in Marketing, Communication, Media Studies, Business Administration, or a related field, with a strong academic record. Candidates with degrees in Data Science, Economics, or Applied Mathematics will also be considered.</li> <li>• Demonstrated experience or a keen interest in social media analytics, digital marketing strategies, and consumer psychology.</li> <li>• Strong methodological background in quantitative research, including statistical analysis, hypothesis testing, and data modeling.</li> <li>• Excellent analytical, research, communication, and problem-solving skills.</li> <li>• The ability to work both independently and collaboratively within a research team.</li> <li>• Hands-on experience with data analysis software and tools such as R, Python, SPSS, digital marketing analytics tools such as Google Analytics, Facebook Ads Manager, and other data visualization platforms could be considered an advantage.</li> </ul>	
<b>Research Advisor:</b>		
<b>Name/Surname:</b>	Yioula Melanthiou	
<b>Position:</b>	Assistant Professor	
<b>Email:</b>	yioula.melanthiou@cut.ac.cy	

## Doctoral Vacancy Announcement form

<b>Research Topic Title:</b>		Sustainable fashion in the Cyprus context: industry and/ or consumers
<b>No. of Openings:</b>	1	
<b>Description:</b>	<p>This PhD position is aimed at potential doctoral candidates who wish to explore the area of sustainable fashion in the industry and/or consumers. While research into sustainable fashion has declined in recent years, social media and digital marketing provide a platform for small fashion brands to create sustainable fashion. In the Cypriot context, this is evident in areas such as clothing and jewelry brands. This research can focus on different issues in sustainable fashion, including, but not limited to:</p> <ul style="list-style-type: none"> <li>• The use of innovation in sustainable fashion,</li> <li>• How brand manufacturers can link sustainability with hedonic aspects of consumption,</li> <li>• How small Cypriot brands create and promote sustainable fashion or manage sustainable supplier networks</li> <li>• How can we engage different stakeholders to increase education, supplier networking and innovation in the sustainable fashion industry?</li> <li>• What is the consumer response to small sustainable brands in Cyprus?</li> </ul>	
<b>Funding:</b>	Candidates can receive funding as teaching assistant, apply to competitive internal scholarships, or through participating in funded research projects.	
<b>Required Qualifications:</b>	<ul style="list-style-type: none"> <li>• A Bachelor's degree and a Master's degree (MSc / MA / MBA) from a recognized university within the broader area of Social Sciences or Arts and Humanities. Strong knowledge and skills in research design, data collection, and analysis of quantitative/qualitative data, as well as knowledge in the use of research data analysis software such as NVivo or SPSS.</li> <li>• Excellent academic performance and the ability to complete a doctoral dissertation in English.</li> <li>• A very good command of the Greek language.</li> </ul> <p>The nature of this topic requires full commitment to research; therefore, the position is offered on a full-time basis. The PhD candidate is expected to publish articles in high-impact academic journals in the fields of marketing, service research, and business administration, as well as to present research findings at academic conferences, workshops, etc.</p> <p>Applications must be submitted electronically and include: A statement of motivation for pursuing the PhD (500 words, in English).</p>	

	<ul style="list-style-type: none"><li>• A research proposal including a concise description of the research topic, research questions, a brief literature review, and a methodology for the proposed research (1000 words, in English).</li><li>• A detailed curriculum vitae.</li></ul>
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<b>Research Advisor:</b>	
<b>Name/Surname:</b>	Christiana Tsaousi
<b>Position:</b>	Lecturer
<b>Email:</b>	christiana.tsaousi@cut.ac.cy

## Doctoral Vacancy Announcement form

<b>Research Topic Title:</b>	Feminism in marketing and branding and its impact on consumers	
<b>No. of Openings:</b>	1	
<b>Description:</b>	<p>This PhD position is for potential doctoral students who wish to qualitatively explore the idea of feminist marketing and whether brands can truly be feminist. Whilst brands adhering to feminist values is not a new phenomenon, the rise of the 4th wave of feminism, the continued rise of feminist campaigns and movements through digital platforms and social media, and the emphasis on female empowerment through films and TV series, creates a need for new research into how marketing and branding can follow such values. The research can focus on a number of different issues such as the rise of the 4th wave of feminism and its impact on consumers and marketing practices, the role of feminism in digital marketing (AI generated images, influencer marketing) or perhaps the consumer response to the inclusion of feminist values in branding and advertising. The research can be conducted in the context of Cyprus or abroad, or it can be a comparative research.</p>	
<b>Funding:</b>	Candidates can receive funding as teaching assistant, apply to competitive internal scholarships, or through participating in funded research projects.	
<b>Required Qualifications:</b>	<ul style="list-style-type: none"> <li>• A Bachelor's degree and a Master's degree (MSc / MA / MBA) from a recognized university within the broader area of Social Sciences or Arts and Humanities. Strong knowledge and skills in research design, data collection, and analysis of qualitative data, as well as knowledge in the use of qualitative research software such as NVivo.</li> <li>• Excellent academic performance and the ability to complete a doctoral dissertation in English.</li> <li>• A very good command of the Greek language.</li> </ul> <p>The nature of this topic requires full commitment to research; therefore, the position is offered on a full-time basis. The PhD candidate is expected to publish articles in high-impact academic journals in the fields of marketing, service research, and business administration, as well as to present research findings at academic conferences, workshops, etc.</p> <p>Applications must be submitted electronically and include: A statement of motivation for pursuing the PhD (500 words, in English).</p> <ul style="list-style-type: none"> <li>• A research proposal including a concise description of the research topic, research questions, a brief literature</li> </ul>	



	review, and a methodology for the proposed research (1000 words, in English). <ul style="list-style-type: none"><li>• A detailed curriculum vitae.</li></ul>
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<b>Research Advisor:</b>	
<b>Name/Surname:</b>	Christiana Tsaousi
<b>Position:</b>	Lecturer
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## Doctoral Vacancy Announcement form

<b>Research Topic Title:</b>		<b>Marketing, Service Research and/or Consumer Behavior</b>
<b>No. of Openings:</b>	1	
<b>Description:</b>	<p>The PhD position focuses on the investigation of contemporary marketing strategies and innovations in the service sector, with an emphasis on shaping consumer experience and behavior. The research may explore how businesses adapt their marketing strategies to meet the evolving needs of consumers, the role of technology in enhancing service delivery, and the importance of sustainability and corporate social responsibility in business practices. The goal is to develop new approaches that will enhance competitiveness and differentiation in the service industry.</p>	
<b>Funding:</b>	<p>Candidate can receive funding as teaching assistant, apply to competitive internal scholarships, or through participating in funded research projects.</p>	
<b>Required Qualifications:</b>	<ul style="list-style-type: none"> <li>A Bachelor's degree and a Master's degree (MSc / MA / MBA) from a recognized university in at least one of the following fields: Marketing, Innovation, Management, Entrepreneurship, or another field related to the research area.</li> <li>Strong knowledge and skills in research design, data collection, and analysis of quantitative and/or qualitative data, as well as proficiency in the use of quantitative and/or qualitative research software (e.g., SPSS, NVivo).</li> <li>Excellent academic performance and the ability to complete a doctoral dissertation in English.</li> <li>A very good command of the Greek language.</li> </ul> <p>The nature of this topic requires full commitment to research; therefore, the position is offered on a full-time basis. The PhD candidate is expected to publish articles in high-impact academic journals in the fields of marketing, service research, and business administration, as well as to present research findings at academic conferences, workshops, etc.</p> <p>Applications must be submitted electronically and include:</p> <ul style="list-style-type: none"> <li>A statement of motivation for pursuing the PhD (500 words, in English).</li> <li>A research proposal including a concise description of the research topic, research questions, a brief literature review, and a methodology for the proposed research (1000 words, in English).</li> <li>A detailed curriculum vitae.</li> </ul>	
<b>Research Advisor:</b>		

<b>Name/Surname:</b>	Erasmia Leonidou
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