Doctoral Vacancy Announcement form

Research Topic Title: "The contribution of Integrated Marketing Communications to the formation of perceptions concerning individuals, concepts or ideologies and organised belief systems."

No. of Openings: 2 (Two)

Description: 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.

Required Qualifications:
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).

Funding:
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.

Research Advisor:
Name/Surname: Anna Zarkada
Position: Associate Professor
Email: anna.zarkada@cut.ac.cy

Doctoral Vacancy Announcement form

Research Topic Title: "Changing Consumer Behaviors using Nudges"

No. of Openings: 1 (One)

Description:

Position: The department of Communication and Marketing at CUT wants to fill in   **one (1) PhD position** in the academic field of Consumer Behaviour. The project aims at exploring behavioural interventions in the form of *Nudges, (see* 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, *beneficial and green consumption*, *information disclosure* and *scam avoidance*. The candidate will demonstrate a tracked record of quantitative and qualitative skills and will receive support for his/her reinforcement of knowledge and understanding in the field.

Benefits:
- The successful applicant will be funded and will have money allowance for conducting the required research as part of a start-up grant for 2 years (1050 euro pm)
- The candidate will have *additional* oopportunities for *paid* teaching assistant positions in the department, based on performance, throughout their studies.
- Coverage of research and conference attendance expenses.
- The candidate will be having free access to specialized PhD-level modules and equipment to further enhance his/her analytical and academic skills.

Required Qualifications:
- An undergraduate degree in a Business field (Management, Marketing, or Economics) or Psychology or a relevant social science field.
- *Excellent* knowledge of the English Language
- Strong analytical, research, and communication skills.
- Ability to work independently and as part of a team.
- *(A Master's degree in a relevant field will be considered an advantage.)*

Funding: The position will be funded from a start-up grant for up to 2 years. Moreover, depending on the field of expertise and qualifications, the chosen candidate will be offered with *paid* teaching assistant positions in the department.

Research Advisor:
Name/Surname: Christos Themistocleous
Position: Lecturer
Email: c.themistocleous@cut.ac.cy

Cyprus University of Technology | Studies and Student Welfare Services

Doctoral Vacancy Announcement form

Research Topic Title: "Feminism in marketing and branding and its impact on consumers"

No. of Openings: 2 (Two)

Description:

This doctoral position is aimed at PhD candidates who wish to explore the concept of feminist marketing through qualitative research methods and examine whether brands can genuinely be feminist. Although brands that incorporate and promote feminist values are not a new phenomenon, the rise of the fourth wave of feminism, the increasing prevalence of feminist campaigns and movements on digital platforms and social media, and the emphasis on women's empowerment in films and television series create a need for new research into how marketing and branding can align with these values.

The research may focus on various topics, such as the impact of the fourth wave of feminism on consumers and marketing practices, the role of feminism in digital marketing (e.g., AI-generated images, influencer marketing), or consumer responses to the inclusion of feminist values in branding and advertising. The research may be conducted within the context of Cyprus, internationally, or as a comparative study.

Required Qualifications:

- A **Bachelor's degree** and a **Master's degree** (MSc / MA / MBA) from a recognized university in a **relevant field** within the **Social Sciences** or **Arts and Humanities**.

- **Strong knowledge and skills in research design, data collection, and qualitative data analysis**, as well as familiarity with **qualitative research software**, such as NVivo.

- **High academic performance** and the ability to **conduct doctoral research in English**.

Due to the nature of this research topic, full-time commitment is required. The selected PhD candidate is expected to publish articles in high-impact academic journals in the fields of marketing, service research, and business administration and present research findings at academic conferences.

Applications must be submitted electronically and include:

A statement of motivation for pursuing the PhD (500 words in English).

- 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).

- A detailed curriculum vitae.

Funding:

Candidates can receive funding as teaching assistant, apply to competitive internal scholarships, or through participating in funded research projects.

Research Advisor:
Name/Surname: Christiana Tsaousi
Position: Lecturer
Email: christiana.tsaousi@cut.ac.cy

Doctoral Vacancy Announcement form

Research Topic Title: "Sustainable fashion in the Cyprus context: industry and/ or consumers"

No. of Openings: 1 (One)

Description: 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:

- The use of innovation in sustainable fashion,
- How brand manufacturers can link sustainability with hedonic aspects of consumption,
- How small Cypriot brands create and promote sustainable fashion or manage sustainable supplier networks
- How can we engage different stakeholders to increase education, supplier networking and innovation in the sustainable fashion industry?
- What is the consumer response to small sustainable brands in Cyprus?

Required Qualifications:

- 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 using research data analysis software such as NVivo or SPSS.
- Excellent academic performance and the ability to complete a doctoral dissertation in English.

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.

Applications must be submitted electronically and include:

A statement of motivation for pursuing the PhD (500 words, in English).

- 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).
- A detailed curriculum vitae.

Funding:
Candidates can receive funding as teaching assistant, apply to competitive internal scholarships, or through participating in funded research projects.

Research Advisor:
Name/Surname: Christiana Tsaousi
Position: Lecturer
Email: christiana.tsaousi@cut.ac.cy

Doctoral Vacancy Announcement form

Research Topic Title: "Parties' positioning using data through Voting Advice

No. of Openings: 1 (One)

Description: We invite applications for a PhD position that explores new analytical approaches to understanding political party behavior. This project leverages Voting Advice Application (VAA) data to move beyond traditional measures of party positioning. The successful candidate will develop innovative quantitative methodologies to examine how parties strategize and interact with voter preferences, contributing fresh insights to political science research.

Required Qualifications:
- Strong background in political science
- Strong knowledge on data analytics or computational social science
- Experience on drafting research proposals

Funding:
There is potential for funding through teaching specific seminars or related research programs employment.

Research Advisor: Vasiliki Triga
Name/Surname:
Position: Associate Professor
Email: vasiliki.triga@cut.ac.cy

Doctoral Vacancy Announcement form

Research Topic Title: "Political Communication in the Digital Sphere. How New Media Change Politics"

No. of Openings: 1 (One)

Description:
This PhD position invites innovative scholars to explore the transformative impact of digital technologies on political communication. The project will investigate how social media, online news, and emerging digital platforms are reshaping political discourse, public engagement, and policymaking. Through a mix of qualitative and quantitative research methods, the successful candidate will examine the evolving dynamics between traditional political communication and the digital realm, providing fresh insights into the mechanisms of contemporary politics.

Required Qualifications:
- Strong background in political science
- Background in political communication, media studies, or related fields
- Prior use of research quantitative/qualitative methods

Funding:

There is potential for funding through teaching specific seminars or related research programs employment.

Research Advisor: Vasiliki Triga
Name/Surname:
Position: Associate Professor
Email: vasiliki.triga@cut.ac.cy

Doctoral Vacancy Announcement form

Research Topic Title: "Augmented Reality and Customer Experiences"

No. of Openings: 1 (One)

Description:

The successful PhD candidate will focus on exploring the transformative potential of Augmented Reality (AR) in enriching customer experiences (CX). This is aimed at developing innovative AR solutions that can redefine the way businesses interact with their customers, enhancing engagement, satisfaction, and value creation in various sectors. Research will focus on investigating the integration of AR technologies into customer experiences and will explore how AR can be leveraged to create immersive, interactive, and personalized customer journeys. Areas of interest include, but are not limited to, AR in retail environments, virtual try-ons, interactive advertising, gamified experiences, and personalized content delivery.

Interested candidates are required to submit the following:

1. A Detailed CV: including academic background, relevant work experience, and any publications.

2. A research proposal (max 2000 words): outlining your vision for how AR can enrich customer experiences, including potential research questions, proposed methodology, and how the research aims to contribute to the existing body of knowledge.

3. Academic Transcripts and Certificates: To be submitted at a later stage along with letters of recommendation.

Required Qualifications:

- A Master's degree in Marketing or a related field / or Computer Science (but preferably with an undergraduate degree in Social Sciences or Business Studies) or a related field, with a strong academic record.
- Experience in AR technologies, including development platforms (e.g., ARKit, ARCore) and 3D modelling tools, and a proficiency in programming languages relevant to AR development (e.g., C#, Java, Python) will be considered an advantage.
- Excellent analytical, research, and communication skills.
- Ability to work independently and as part of a team.

Funding: n/a

Research Advisor:
Name/Surname: Yioula Melenthiou
Position: Assistanta Professor
Email: Yioula.melanthiou@cut.ac.cy

Doctoral Vacancy Announcement form

Research Topic Title: "Examining Product Brand Influence and Loyalty on Social Media"

No. of Openings: 1 (One)

Description:

The successful PhD candidate will research the evolving landscape of product branding strategies within Social Media Networks (SMNs). Research will aim to dissect and analyse how companies leverage social media platforms to fortify their brand identity, enhance customer engagement, and cultivate brand loyalty. By focusing on the interplay between social media promotional actions and consumer perception, the research should uncover insights that could significantly boost brand loyalty and influence. The research will encompass a comprehensive examination of various strategies employed by brands on social media, the effectiveness of these strategies in shaping consumer behaviour, and the potential for innovation in digital brand engagement. Target population will focus on GenZ or Gen Alpha.

Research areas of interest include, but not limited to:
- Analysis of social media branding strategies and their impact on consumer engagement and loyalty.
- The role of influencer marketing in brand promotion and perception.
- Consumer behaviour analysis on social media platforms in response to brand-related activities.
- The effectiveness of targeted advertising and personalized content in fostering brand loyalty.
- Cross-platform analysis of brand engagement strategies and their outcomes.

Required Qualifications:
- A Master's degree in Marketing or a related field / or Computer Science (but preferably with an undergraduate degree in Social Sciences or Business Studies) or a related field, with a strong academic record.
- Experience in AR technologies, including development platforms (e.g., ARKit, ARCore) and 3D modelling tools, and a proficiency in programming languages relevant to AR development (e.g., C#, Java, Python) will be considered an advantage.
- Excellent analytical, research, and communication skills.
- Ability to work independently and as part of a team.

Funding: n/a

Research Advisor:
Name/Surname: Yioula Melenthiou
Position: Assistant Professor
Email: Yioula.melanthiou@cut.ac.cy