**HEC Liège is looking for a PhD student (M/F) in Digital Marketing**

*(ref. HEC-DL18002)*

The **HEC Digital Lab** is the transdisciplinary centre of excellence, within HEC Liège, spearheading research & education in Digital Technologies. As part of its expansion, it is now looking for a PhD student to work for an industry-sponsored PhD research project.

The project will fall within the realm of digital marketing. Specifically, the project takes an approach to understanding *consumer behaviour and digital acquisition through the consumer journey*. Sponsored by a leading insurance company, the project has direct application in the managerial world, as well as important academic implications. The problematic will be refined once the PhD student has started, in alignment with the sponsor.

**ABOUT HEC LIEGE**

HEC® Liège is the management school of the University of Liège. HEC® Liège is one of the leading Belgian university business schools for graduate and postgraduate programs with more than 115 full-time faculty members and researchers and more than 2500 students. HEC® Liège is a dynamic institution that heavily promotes an active pedagogy leading students to contribute actively to their own education. The international vision of HEC® Liège translates into multiple research activities in management and economics, numerous partnerships with worldwide companies and universities, and growing internationalization of its programs and faculty.

HEC® Liège is located in Liège, Belgium’s third largest city, and the largest agglomeration of the French-speaking Walloon region. At the heart of Europe, Liège is the third inland port of Europe and the seventh freight airport in Europe. Recognized for its quality of life and its rich historical heritage, Liège is ideally situated within the Meuse-Rhin Euregio, 30 km from Maastricht (the Netherlands) and 60 km from Aachen (Germany). It is less than 1.5 hours away from Cologne, 2.5 hours from Paris and 4 hours from London by high-speed train (TGV) starting from the new magnificent train station designed by the renowned architect Santiago Calatrava.


**JOB DESCRIPTION**

As a full-time PhD Student at HEC Liège, you will be affiliated to the strategic research field “Marketing and Service Innovation” at HEC Liège. There is no teaching load associated to this
You will attend a doctoral programme offered by HEC Liège in collaboration with Belgian partner universities. Regular interaction with the sponsor’s team of practitioners is expected. You will represent the HEC Digital Lab in the international scientific community through (for instance) the participation in scientific conferences and workshops.

YOUR PROFILE

- You have a strong Master’s degree in a field relevant to the project (marketing is preferred but management, sociology or psychology are accepted)
- You have prior experience in managing a research project (e.g. research-based Master’s dissertation)
- You have experience in qualitative or quantitative data collection and analysis (e.g. surveys, interviews, and can use software such as SPSS or similar)
- You have a keen interest in digital technology and marketing
- You have good communication skills
- You are proficient in English and fluent in French and/or Dutch
- Prior work experience in management or marketing is a plus.

CONTRACT

The doctoral researcher will be hired for a period of 4 years. The candidate may start at the earliest on February, 1st 2019 and at the latest on September, 1st, 2019.

APPLICATION PACKAGE

- Cover letter showing your motivation and eligibility for the PhD position;
- CV showing your past experience and expertise in the PhD area;
- An example of your written academic work;
- A copy of your undergraduate and postgraduate degrees;
- A recommendation letter, to be sent directly by the person recommending you.

Interested candidates should send their application by email to Dr. Nicolas NEYSEN, Director HEC Digital Lab (nicolas.neysen@uliege.be) and to Prof. Laurence DESSART (laurence.dessart@uliege.be).

Applications should be received before 31st December 2018.

Incomplete applications will be automatically rejected. Further information can be obtained by sending an email to Prof. Laurence DESSART.