The Centre for Social Economy—in collaboration with the Strategic Marketing Innovation research domain from HEC Liège—hires a postdoctoral researcher (M/F/X)

The candidate will be mainly involved in conducting research at the intersection of strategy, organization theory and marketing on topics related to social economy, social innovation, ethics & CSR, and/or business and society—such as social and sustainable business models, economic democracy, stakeholder engagement, corporate socio-political activism, social and environmental transition, post-growth, diversity and inclusion (including vulnerable customers and frontline employees, etc.).

Tasks and responsibilities

- Conduct research and jointly write academic articles to be published in leading international journals.
- Develop new research projects.
- Valorize/diffuse research results.
- Supervise master theses and possibly support education activities.
- Depending on their areas of research interest and opportunities, support doctoral researchers in the team.

Profile

- You have a PhD (or are close to completion) in Management, Organization studies, Entrepreneurship, Marketing, Economics, Social sciences or related disciplines.
- You have strong conceptual and analytical skills and have a commitment to research excellence.
- You have a strong interest in research, academic publication, and knowledge sharing.
- You are experienced in academic writing, demonstrated by publications in peer-reviewed journals.
- You are fluent in English. Good command of French is an asset.
- You are a team player with a capacity to adapt and relational intelligence.

Terms of engagement

- Scholarship (international mobility) or contract of two years
- Full time
- Possibility to work from home 2 days/week
- Travels in Belgium and potentially abroad
- A stimulating and multidisciplinary research environment, where team spirit is encouraged
- The candidate will start as soon as possible (January 1, 2024 at the latest)
Work environment

HEC Liège is the Management School of the University of Liège (ULiège) and one of the leading Belgian management schools hosting graduate and postgraduate study programmes. The School counts 110 full-time faculty members and researchers and about 3,500 students, and promotes an empowering pedagogy leading students to play a proactive part in their education. HEC Liège's commitment to and ongoing investment in quality improvement has been recognized through the international Accreditations AACSB and EQUIS (delivered by EFMD). HEC Liège emphasizes the human dimension of its work environment, the regional anchoring of its community service missions, the managerial relevance of its teaching and its applied research projects, let alone its fruitful inter-faculty partnerships.

The Centre for Social Economy

Forming part of HEC Management School (University of Liege) for almost 30 years, the Centre for Social Economy (Centre d’Economie Sociale – CES) has been conducting its research and field projects with a unique perspective: to shed light on, analyze, make understand and legitimate the specific roles and growing importance of organizations which combine economic activities with a societal mission. Today, the CES’s vision is firmly rooted in the transition of the economic system toward more socially and environmentally sustainable models.

With its team of 3 professors, 3 senior researchers, 4 junior researchers, 2 project coordinators, and 1 invited professor, the CES pursues three major goals:

- to develop research in the areas of social economy and social entrepreneurship, mainly from the perspectives of management, economics, and organization theory.
- to support, through its research work, innovative teaching program in the area of social economy and social entrepreneurship, at the University of Liège and elsewhere, for Bachelor, Master and Doctoral students, as well as for practitioners in the area.
- to offer services based on its expertise to the community, social economy actors, and more broadly private and public decision-makers.

More information: https://www.ces.uliege.be

The Strategic Marketing Innovation research domain

The research domain of Strategic Marketing Innovation at HEC Liège includes 4 professors and 5 junior researchers. It is organized around the core ideas of customer centricity, experience management, and digital innovation. Our ambition is to undertake high quality academic research that is relevant for business and society, and to disseminate academic knowledge to students and business practitioners for impact and reach.
Collectively, our research covers various topics that put into perspective how companies can go about understanding, creating, and delivering customer value to enhance their performance in digital, environmentally sustainable, and highly competitive markets. Elaborating customer-centric strategies is crucial for companies in order to develop and sustain a competitive advantage. To do so, we must understand how to manage customer experience, and how customer behavior is changing in an increasingly complex environment. Digital innovation management is at the heart of our research and we study new strategies to help organizations increase the adoption rate of their innovations, while aiming for sustainable development and value creation.

More information: [https://www.marketing.hec.uliege.be/](https://www.marketing.hec.uliege.be/)

**How to apply?**

Please send your **CV, a letter describing your motivation, your research project proposal for the next 2 years (max 5 pages)** to Prof. Frédéric Dufays via the following email address: frederic.dufays@uliege.be. Please also provide the contact data of 3 referrals whom we may ask for appraisal of your profile.

Evaluation of the applications is made on an ongoing basis. This call for applications closes as soon as the position gets filled.

**Contact persons**

Frédéric Dufays, Professor in Social and Sustainable Entrepreneurship ([frederic.dufays@uliege.be](mailto:frederic.dufays@uliege.be))

Cécile Delcourt, Professor in Services Marketing ([cecile.delcourt@uliege.be](mailto:cecile.delcourt@uliege.be))