

# Funded PhD student position at the Institute of Marketing and Communication Management, Faculty of Communication, Culture and Society at the Università della Svizzera italiana (Lugano, Switzerland)

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The Università della Svizzera italiana (USI) is a young and lively university, a hub of opportunity open to the world where students are offered a quality interdisciplinary education in which they can be fully engaged and take centre stage, and where our researchers can count on having the space to freely pursue their initiatives. Established in 1996, USI is in constant evolution, always taking on new challenges while remaining true to its three guiding principles: quality, openness, and responsibility. In the QS World University Rankings 2021, USI was the highest-ranking new entrant, while in 2020, the university was globally ranked second in the THE University Ranking for international outlook.

The Institute of Marketing and Communication Management (IMCA), which is part of Faculty of Communication, Culture and Society, is distinguished by its qualitative-cultural approach, using communication and sociological approaches to understand markets, organizations, and consumers. Its interdisciplinary research and teaching spans from Consumer Culture Theory to practice theoretical approaches to organizations, corporate communication, and economic sociology, encompassing both traditional and critical approaches. The Institute offers excellent opportunities for networking and a generous conference budget.

IMCA invites applications for a fully funded PhD position (4 years), supervised by Prof. Pellandini-Simányi. Upon successful completion of the program requirements, the candidate will earn a PhD in Communication Sciences. Further details of the program can be found here: <https://www.com.usi.ch/en/study-communication/phd-doctoral-studies/phd-communication-sciences>

## The PhD Position

PhD candidate will be expected to design and carry out a qualitative research project in the areas of Consumer Culture Theory, Economic Sociology or Organization Theory (interdisciplinary projects are also welcome), author and present papers at national and international conferences and write a cumulative PhD consisting of three peer reviewed journal articles/ conference papers. He/she will also be expected to provide support for the activities at IMCA, including support for teaching, service and for the organization of events.

Academic careers require an ability to work independently, to organize one's time and workload, to travel both for shorter and extended times abroad and talk in front of various (student and professional) audiences. The ideal candidate should be comfortable with these aspects of the work.

### Requirements

- Excellent English skills
- Final score in the Master programme of 8 or higher (on a 10-point scale)
- Masters' degree in Sociology, Marketing, Management or related fields
- Knowledge of Italian is a plus but not a requirement.

### Contract terms

The successful candidate will work as a teaching and research assistant at the Institute of Marketing and Communication Management. The PhD position is for four years. In addition to a tuition fee-waiver for the duration of the four-year scholarship, a fully-funded PhD at USI includes an annual salary of 47'040.- Swiss Francs (0.75 FTE) upon appointment. PhD scholarships are subject to annual review and successful completion of a progress report.

The official language of the Ph.D. program is English. Admission to the Ph.D. program is highly competitive. Admission decisions are based on the candidates' background, interests, attitude, and potential for academic achievement. Successful enrolment in the PhD is hardly compatible with a further professional activity, hence PhD students are expected to work full time on the PhD.

Workplace is USI Università della Svizzera italiana, located in Lugano, Switzerland.  
The starting date is September 2023.

### The Application

Applications should contain:

- (1) A one-page cover letter, summarizing the research topic and stating the level of proficiency in English and the Masters' score
- (2) A complete CV
- (3) An electronic copy of the English language certificate
- (4) A 5-8-page research proposal (1.5 line spacing, 12 Times New Roman font).

The proposed research must use qualitative methods. It can be on any topic within Consumer Culture Theory, Economic Sociology or Organization Theory and may include fieldwork outside of Switzerland. Preference will be given to projects using practice theory, performativity, field theory and socio-material approaches (please consult previous publications of Prof. Pellandini-Simányi), but other sociological and cultural theory approaches are also welcome.

The research proposal should include

- A summary
- Existing literature on the topic
- Research question
- Proposed methodology for data collection
- Broader theoretical relevance of the project

- (5) (optional) an electronic copy of a research work (Master thesis or another scientific publication).

Shortlisted candidates will be required to provide copies of certificates and official transcripts of their Masters' degree and names, affiliations, and email addresses of two academic references; but these are not necessary at the application stage.

Applications and inquiries should be sent directly to Prof. Pellandini-Simanyi at [pellal@usi.ch](mailto:pellal@usi.ch).

Applications received before **January 8, 2023**, will be given priority. However, the position will be kept open until a suitable candidate has been found. Shortlisted candidates will be invited to an online interview and will be asked to carry out a short research task.

USI strives to be an equal opportunity and family friendly employer and is further responsive to the needs of dual career couples. We guarantee that the selection process will give equal opportunities to female and male researchers.

Lugano, 16 November, 2023