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 center stage, and where our researchers can count on having the space to freely pursue their initiative. 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. 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.

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.

The Institute invites applications for a fully funded PhD position (4 years). The position will be part of a project titled “Social patterning of economic subjectivities and the digital transformation of retail finance in Switzerland”. This is a qualitative research project that combines economic sociology, digital sociology, and marketing scholarship to look at how new digital financial services are designed and how they shape consumer subjectivities across social classes in Switzerland. The research focus of the PhD position is on how financial service providers and app developers imagine consumers, the social categorizations that they use and the way they design financial products to cater to these consumers. It will involve qualitative interviews with IT, marketing and finance professionals involved in the development of digital financial products in Switzerland and the analysis of digital finance apps and websites. The successful candidate will be supervised by Prof. Pellandini-Simányi, and will collaborate with Prof. Luis Araujo (University of Manchester) and Prof. Sophie Mutzel (University of Luzern).

The PhD position
The PhD candidate will carry out designated elements of the research project, author and present papers at national and international conferences and write a cumulative PhD consisting of three journal articles in leading journals from the findings. He/she will also be expected to provide support for teaching, service and 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. (More information on the PhD program: https://www.com.usi.ch/en/study-communication/phd-doctoral-studies/phd-communication-sciences).

**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. The workplace is the Università della Svizzera italiana, located in Lugano, Switzerland. The starting date is any time before the end of 2021.

**Requirements**
1. A completed or nearly completed (due in August 2021 or earlier) Master's degree or equivalent title in one of the following disciplines: marketing, sociology, communication, finance, informatics, management, economic geography or related fields with a grade of 8/10 or higher.
2. Excellent knowledge of (1) English and (2) German or French.
3. Prior work or research experience in fields related to the project is an asset.
4. Prior training in qualitative methods is a plus, but not required.

**The Application**
To apply, send a
1. Complete CV, indicating your language skills and the overall mark of your MSc. If you have not finished your MSc yet, indicate the expected completion date and send a transcript of your marks so far.
2. A one-page cover letter, explaining your interest, motivation, and fit with the position.

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

Applications should be sent directly to Prof. Pellandini-Simanyi at pellal@usi.ch.

**Deadline**
Applications are accepted on a rolling-on basis until the position is filled. Shortlisted candidates will be invited to an online interview and will be asked to carry out a short research task.

**About the University**
As an institution that values diversity, USI particularly encourages applications from women and from all individuals from underrepresented groups.

Lugano, 10.03.2021