

We are looking for a PhD candidate in Management for September 2024

PhD Position at the intersection between decision-making under uncertainty and marketing – Paris

ESCP Business School invites applications for a PhD fellow position in Entrepreneurship and Marketing with an empirical focus on E-sports and/ or Video Game industries, starting in September 2024. The PhD candidate receives a full scholarship for 4 years (up to €24,500/year), including a tuition waiver.

The PhD candidate will work on a project focusing on a set of questions: how decisions are made when uncertainty changes instantaneously? How decision-makers learn from these decision episodes? And how such decision episodes influence audience engagement? We are open to a mix quantitative and qualitative methods (including delphi and critical incident approaches) and there is likely to be an element of international (European) comparison.

We offer:

- Close supervision by ESCP professors: Yi Dragon Jiang, Associate Professor of Entrepreneurship (Paris), Michael Haenlein, Professor of Marketing (Paris).
- A possibility to do a PhD exchange with Trinity Business School and work with Professor, Xiaoning Liang.
- A possibility to do A well-structured, full-time PhD program with courses that will make you an expert in your field and in various research methods.
- A strong international working environment.
- You will be admitted to the Paris PhD program at ESCP Business School and will be committed to spend the entire PhD in Paris.
- A constructive and friendly atmosphere with regular research seminars for a fast and successful PhD completion.
- You will be part of a large research community that includes 6 European campuses with many professors and other PhD students.

To qualify you should have:

- Completed or be about to complete a degree in management, or related subjects, with outstanding performance.
- A high level of enthusiasm for scientific work.
- An initial knowledge of empirical research.
- Excellent English language skills (fluency in French &/or German will also be an advantage).
- A strong interest in decision-making and marketing related research topics.
- A strong sense of responsibility and commitment.

To apply, you can have more information about the project from Professor Yi Dragon Jiang (yjiang@escp.eu). Please upload your complete application documents **by May 28th** to the ESCP application platform for PhDs (<https://escp.eu/programmes/doctoral-programmes/paris>). Indicate the code “DECISION MKG”, if you are interested in this position.

We look forward to receiving your application!

About ESCP Business School: ESCP Business School is an international business school with campuses in 6 European metropolises. Founded in 1819, ESCP is the oldest business school in the world. To date, the business school is regularly awarded with top positions in the Financial Times rankings.