

# Ph.D. Position in Marketing

Company:

**IÉSEG School of Management**

Location:

**France / Lille**

Discipline:

Employment Type:

**Ph.D. Position**

Posted:

**17/04/2025**

Contact Person:

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## Ph.D. Position in Marketing

Lille Economics and Management (LEM UMR CNRS 9221) and IÉSEG School of Management invite applications for a **fully funded Ph.D. Position in Marketing** at its Lille Campus.

### PROJECT DESCRIPTION

This research explores customer journey orchestration, a strategic approach to managing and personalizing customer interactions at scale using data, AI, and automation. Despite its growing adoption by firms, customer journey orchestration remains underexplored in marketing literature. The research aims to bridge this gap by defining the concept, identifying what drives the concept, and examining its impact on customer engagement and retailer profitability. Unlike existing research on omnichannel strategies and personalization, orchestration is investigated as an active mechanism for shaping individual customer journeys. It also addresses challenges such as excessive automation, privacy concerns, and the evolving customer relationship. Finally, the research seeks to understand how relationship factors influence the effectiveness of journey orchestration and its impact on customer satisfaction and loyalty.

The PhD will adopt a mixed-method approach (qualitative and quantitative methods) to provide a comprehensive and robust 360 degree understanding of journey orchestration from both a corporate and consumer perspective.

The PhD student will be responsible for:

- Conducting a comprehensive literature review on journey orchestration and related concepts.
- Designing and executing qualitative research (e.g., interviews, thematic analysis).
- Developing a theoretical framework and hypotheses for empirical testing.
- Collecting and analyzing quantitative data through surveys or experiments.
- Engaging with industry partners to gain practical insights and validate findings.
- Publishing findings in academic journals, presenting working papers at conferences and communicating in the media to identify impact on society.

The Ph.D. student will be supervised by Dr. Nathalie Demoulin, co-supervised by Dr. Helen Cocco and will be affiliated with the Marketing and Sales department.

### **ABOUT IÉSEG SCHOOL OF MANAGEMENT**

- IÉSEG is AACSB, EQUIS and AMBA accredited and is a member of the “Conférence des Grandes Écoles”.
- IÉSEG is a member of a CNRS (French National Center for Scientific Research) research lab: LEM.
- IÉSEG’s faculty is very diverse with 45 different nationalities represented.

### **ABOUT LILLE ECONOMICS AND MANAGEMENT (LEM)**

- LEM is a research unit, that comprises the CNRS, associating the University of Lille and IÉSEG School of Management
- LEM comprises about 200 researchers and 100 doctoral students in economics and management.
- LEM is a young, internationally oriented, and dynamic laboratory with a strong scientific ambition.

### **QUALIFICATIONS**

- Have an MSc. (or be close to completion) in a relevant field, such as marketing, consumer experience management, consumer behavior, management with a strong background in marketing.
- The selected candidate is expected to possess strong analytical skills and have a commitment to research excellence.
- The selected candidate should be curious, rigorous, organized, receptive to feedback and display a high level of team-spirit.
- A passion for new technologies and their opportunities to improve the customer experience.

- Good master of statistical methods and software (SAS, SPSS,...)
- Fluent in English. Ability to write high-standard text in English.
- Fluent in French and/or industry experience is advantageous.

## **WORKING CONDITIONS**

The selected candidate is expected to begin the Phd student role in September 2025. Gross salary will be competitive with other European research and academic institutions (2200€/month). The Ph.D student role will be based in Lille (on the site of IÉSEG School of Management). The selected candidate will be responsible for enrolling in a Ph.D. program at the University of Lille, with support from IESEG. The Phd student will follow the LEM PhD program (co-organized by the University of Lille and IESEG). The Ph.D. student role will also be provided with the support and resources to engage in innovative, business-relevant research projects with high potential to get published in international peer reviewed journals. The Ph.D. student will receive assistance with housing search, visa, and relocation.

## **APPLICATION PROCEDURE**

Interested applicants must submit their application (consisting of a CV, motivation letter and statement of academic performance) through the recruitment platform, [here](#). For any further question, please contact us by e-mail to [phd.recruitment@ieseg.fr](mailto:phd.recruitment@ieseg.fr) or for general information about to process to [phd.recruitment@ieseg.fr](mailto:phd.recruitment@ieseg.fr)

## **APPLICATION DEADLINE**

Early applications are encouraged, as candidates will be evaluated as applications are received. The final deadline for applications is April 23rd, 2025.

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