Research Fellows in International Marketing and Innovation for Sustainability

Company:
Nord University Business School

Location:
Norway / Bodø

Discipline:
International Marketing and Innovation for Sustainability

Employment Type:
PhD candidate

Posted:
2023-01-24

Contact Person:
If you wish to apply for this position, please specify that you saw it on AKADEUS.

Research fellows in international marketing and innovation for sustainability

About the position

Nord University Business School is looking to recruit 1-2 research fellows in international marketing and innovation for sustainability. The positions will be part of the division Marketing, Organization and Management. The office location will be in Bodø, however, if preferred, location at our campuses in Mo i Rana, Steinkjer or Stjørdal may be agreed. This is an educational position that aim to develop promising researchers through a doctoral education, and qualify for careers in research/teaching, analytical or management positions in both private and public sectors.

As a PhD candidate you will be part of a structured programme that includes courses, article writing and participation in scientific conferences and seminars. A research stay abroad at a university is encouraged. PhD candidates are appointed a main supervisor at the faculty, and a co-supervisor. The candidate will work to produce a doctoral dissertation, which is to be written in English.

Candidates are encouraged to contact the faculty to discuss relevant project ideas before submitting an application. Your research project must be aimed at one of the following topics:

Digital markets and consumption:

- How consumers contribute to developing digital markets
- How social conflicts arise in different digital marketplaces
- How digital technology enables new products and consumption opportunities (e.g. tourist products/experiences)

International marketing:

- Global value chains and strategic adaptation for small and medium-sized export companies
- New markets – strategy and segmentation
- Significance of digitization for communication and product offerings

Innovation for sustainability (IFB)

- Innovation for sustainability (IFB) related to experience sectors (such as nature-based, culture-based, local food/meals) that can contribute to attractive local communities/regions to visit, live and/or work in. The following subthemes (preferably combinations) are particularly relevant: coexistence and collaboration across sectors and levels; operationalization and documentation of sustainability and IFB; management and organization that facilitate involvement in IFB; and concepts such as 'regenerative tourism', 'workation', 'reco-ring' or 'dulting (nudging)'.

The four year scholarship includes 25 % teaching and/or research assistance responsibilities. Examples of tasks can be teaching / supervision, planning and conducting internal and/or external seminars, etc. During the first two months of being employed as a research fellow you complete the description of the project and submit the formal application to the PhD programme at Nord University Business School.

Qualification requirements:

- A university degree of minimum five years (300 ECTS credits) within the field of business (Master of Science), or equivalent education, of which at least two years (120 ECTS) at the master level that includes a master thesis as the final academic accomplishment. A minimum of 90 ECTS credits must be within the proposed area of research. If you finish your education (masters degree) in the spring of 2023 you are also welcome to apply
- Excellent grades from your Master of Science degree (normally an average of B or better and the same for the master thesis, or equivalent level in a different grading system)
- Excellent English written and oral language skills
- Good knowledge of Norwegian (possibly another Scandinavian language) will be an advantage. If the Norwegian language is considered necessary to carry out the outlined project, good knowledge of Norwegian or another Scandinavian language will be a requirement
- Good analytical skills and knowledge about research methods relevant for the proposed project

Language requirements

Proficiency in English is a requirement for admission to the phd programme. International applicants can meet the English language requirements by completing one of the following tests/subjects:

- English course (140 hours per year) taken at a Norwegian upper secondary school
- TOEFL (Test of English as a Foreign Language) with a minimum score of 580 on the written test OR 90 (with no individual score less than 20) on the online test. Nord University's TOEFL code is 1648.
- IELTS Academic (International English Language Testing System) with a minimum score of 6.5.
- University of Cambridge First Certificate in English OR Certificate in Advanced English OR Certificate of Proficiency in English.

You may also meet the language requirements if you:

- Are exempted according to the GSU list.
- Have completed at least one year of higher education in the United States, Canada, Ireland, the United Kingdom, Australia or New Zealand. The place of instruction must have been in one of these countries and the language of instruction must have been English.
- Completed a university degree in English language and literature, where the subject English has a scope of at least 60 ECTS or equivalent.
- Completed a master's degree where the language of instruction was English (this must appear on your educational documents or you must have a confirmation from the institution).

Qualified applicants will be ranked according to the following criteria:

- The quality and feasibility of the outlined research project
- Quality of the master's thesis and the relevance of your master's degree
- Grades and language skills
- Applicant's description of motivation for the doctoral dissertation
- Relevant experience from research work is an advantage
- Personal suitability

We offer:

- The annual salary for PhD candidates is set at wage level 54 (NOK 501 200) in the Norwegian State Salary Scale (equivalent to approximately EUR 48 000). For particularly well qualified applicants, higher salaries may be considered. As an employee of Nord University, you will be member of the Norwegian Public Service Pension Fund. A statutory payment to the Norwegian Public Service Pension Fund will be deducted from the salary automatically.
- Advantages within the Government Pension Fund for borrowing, insurance and pension.
- Creative and collegial working environment
- Flexible working hours
- Active university sports team

General information:

The person who is appointed must abide by the applicable laws, agreements, and directives. The responsibilities and duties associated with the position may change with future reorganization at Nord University.

Termination can be considered if admission to the doctoral program is not available within the deadline, in the absence of annual reporting of progress and / or serious failure in progress and in compulsory work.

The public sector workforce is expected to reflect the diversity of the population in general. Nord University therefore encourages qualified candidates with disabilities, gaps in their CV, immigrant backgrounds or different life experience to apply.

Nord University practices moderate allocation according to gender quotas in accordance with the Basic Agreement for State Employees. If applicants indicate they have disabilities or gaps in their CV, their details may be used anonymously for the purposes of governmental annual review

Contact information:

- Professional inquiries: Head of division/Professor Frank Lindberg, frank.lindberg@nord.no, tel.

+47 90 79 75 33
- Administrative inquiries: Office manager Ellen Abelgård, ellen.abelgard@nord.no, tel. +47 75 5176 68

Application process:

An administrative sorting of the applicants is carried out in accordance with the qualification requirements, after which the applicants are assessed by an expert committee. Incomplete applications will not be considered. Relevant applicants will be invited for interview and possibly other tests.

The Business School reserves the right not to hire applicants who may be scientifically qualified but who do not meet other criteria.

After the application period has expired a list of applicants will be published. Note that, in special cases, the identity of particular applicants to a position may be made public even when that applicant has requested that their application be processed confidentially. Applicants requesting an exemption from publication of their identity must explain their reasons for doing so in their application. In this case, advance notice will be given in the event of a decision to make any information about the applicant public.

Application:

Application must be submitted electronically by **27.02.2023**.

The application must include:

- Cover letter outlining the candidate’s motivation and suitability for the position.
- Master thesis (full text), or (if not yet submitted) a preliminary version.
- Description of your tentative research project, 3-5 pages, including the theoretical basis, intended methodology and timeline, see info on relevant topic under "About the position".

- A complete CV (education, work experience and publications).
- Certified copies of academic degree transcripts for academic degrees (both bachelor and master degree) and other relevant qualifications. Originals must be submitted on request.
- Diploma supplement or equivalent documentation as well as a confirmed conversion scale for grades not following the ECTS system. It is an advantage if you can also attach NOKUT's general approval that the education corresponds to the Norwegian master's degree. Visit www.nokut.no for more information on general approval of higher education
- International applicants must document that you fulfil the language requriements, see separate section
- Names and contact information for 1-3 references (one of these should be the main supervisor from the master's thesis). Enter your relationship to the person, email and phone number.

All documentation must be available in either a Scandinavian language or in English. If the original testimonial, grade transcripts and the additional documentation or scientific work is not in English or a Scandinavian language, a certified translation must be submitted. A copy of the original document must also be submitted.

Only documents that are uploaded as attachments to the electronic application form within the deadline will be considered.

Refnr. **30169019**

Nord University

Through research, education and social engagement, Nord University contributes to the creation of a sustainable future.

In cooperation with society, business and industry in Northern and Central Norway, our 11,500 students and 1,350 staff promote innovative solutions and knowledge-based practice, both locally and internationally.

Nord University has four strategic focus areas: blue and green growth, sustainable innovation and entrepreneurship, societal security, and health, welfare and education.

Nord University Business School (HHN) educates the economists, managers and innovators of tomorrow. The Business School provides relevant education and research holding international level through its close cooperation with business, public management and society. The Faculty offers a PhD in Business. Nord University Business School has 2,800 students and 230 employees. The

professional community is organised into the following divisions: Innovation and Entrepreneurship; Market, Organisation and Management; Economic Analysis and Accounting, and Traffic.

Read more: www.nord.no/hhn

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