

# **PhD Student (100%) with a focus on Behavioral Health Research and Motivational Psychology**

Company:  
**Hochschule Luzern**

Location:  
**Switzerland / Luzern**

Discipline:  
**Behavioral Health Research and Motivational Psychology**

Employment Type:  
**PhD Student (100%)**

Posted:  
**2023-11-13**

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

**Perfectly placed to develop talent.**

The largest educational institution of the six Central Swiss cantons, the Lucerne University of Applied Sciences and Arts offers state-of-the-art jobs and programmes. We share knowledge in Switzerland and abroad, we are forward-looking, creative, and committed to interdisciplinarity. Help us to shape and become a part of our shared, sustainable future.

The Lucerne School of Business is Central Switzerland's competence centre in the socially and economically relevant fields of business, regional economy, banking and finance, marketing and communication, as well as tourism and mobility.

The Institute of Communication and Marketing IKM teaches, researches and develops in the field of integrated communication and marketing management.

To strengthen the Competence Center Communication Management, we are looking as of March 1, 2024 or by arrangement for a

## **PhD student (100%) with a focus on behavioral health research and motivational psychology**

### **Tasks and job requirements**

Conducting research activities as part of an international EUREKA research project:

- Investigating the psychological factors influencing patient motivation and adherence to therapy in remote cardiac monitoring
- Investigate the impact of personalization and anthropomorphization of the app on patient engagement and disease management
- Application of quantitative and qualitative research methods for data collection and analysis
- Collaborate with other project members in the development of research protocols and study designs

Collaborate in the development of an interactive app system for remote monitoring of cardiology patients:

- Collaborate with engineers, software developers and designers in the design of the app user interface and features
- Integrating personalized and anthropomorphic elements into the app to promote patient engagement and adherence to therapy
- Conducting user testing and evaluations to assess the usability and effectiveness of the app
- Collaborate with the multidisciplinary team of scientists, engineers, physicians and medical technology and digital health professionals to continuously improve and adapt the app to the needs of patients

Collaboration with partners from the healthcare and medical technology sectors:

- Collaboration with leading Swiss healthcare institutions and companies in the field of medical technology and digital health
- Exchange of research results and experiences with national and international partners as part of the TREAT project
- Participation in project meetings, conferences and workshops to promote collaboration and knowledge transfer

### **Our offer to you**

- We offer you a varied research activity in a collegial, highly qualified and well-connected team as well as plenty of scope for initiative and innovation.
- You can look forward to interesting and responsible tasks in an innovative environment and an open, dynamic and results-oriented organizational culture.
- Opportunities to work flexibly in terms of location and time and offers for personal development in research, consulting and teaching are also part of the job.
- You will be based in Lucerne, close to the train station and the lake.

### **Your profile**

- Completed Master's degree in psychology with a focus on health, motivational or sports psychology and relevant methodological skills
- Experience in conducting research in the field of health psychology, preferably related to cardiovascular diseases and/or chronic diseases
- Expertise in the areas of behavioral health research, treatment adherence and patient engagement
- Experience applying quantitative and qualitative research methods, including conducting surveys, interviews and behavioral observations
- Knowledge of using psychometrics and statistical analysis to evaluate data
- Experience in developing and evaluating behavior change interventions in the health field
- Interest in the application of technology-based solutions in healthcare and digital health applications
- Team-oriented approach and good communication skills to collaborate with various stakeholders
- Innovative spirit and the ability to communicate complex information in an understandable way
- Mandatory knowledge of German and fluency in English to communicate with national and international team members

When submitting your application, please note the general requirements for employment in Switzerland.

<https://www.hslu.ch/en/lucerne-university-of-applied-sciences-and-arts/about-us/jobs-und->

[karriere/arbeiten-in-derschweiz/](#)

We look forward to receiving your complete online application.

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Business  
[hslu.ch/de-ch/wirtschaft/](http://hslu.ch/de-ch/wirtschaft/)

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