

Hosting offer for Marie Skłodowska-Curie Postdoctoral Fellowships (PF) 2022 at University of Antwerp/Faculty of Business and Economics /Marketing Research Group

MSCA Postdoctoral Fellowships are individual research grants offering excellent postdoctoral researchers the chance to develop their skills by means of international mobility. Through the implementation of an original and personalised research project, MSCA Postdoctoral Fellowships aim to foster excellence through training and mobility and to equip researchers with new skills and competences in order to identify solutions to current and future challenges.

The Marketing Research Group invites motivated postdoctoral researchers to jointly prepare an application for the MSCA-PF-2022 call Marie Skłodowska-Curie Postdoctoral Fellowships call (MSCA-PF-2022) with them as host organisation.

Description of Hosting organisation/group

The mission of the [Marketing research group](#) can be summarized as 'doing cutting-edge research on marketing and innovation with the ambition to be highly visible in international academic networks and highly relevant for practice, both in a business and a social-profit context'.

The group has an academic identity that is based on two main pillars: (1) marketing communications and consumer behaviour, and (2) co-creation and innovation. Specifically, the research group boasts expertise in persuasive communications (e.g., in the area of user-generated content, marketing via social media, branded content, nudging), (sustainable) consumer behaviour, adoption of innovations, sustainable business models, value co-creation in multistakeholder settings, applying innovative methodological approaches, i.e. systemic perspective and a range of qualitative and quantitative research methods for data collection and analysis.

As a research group, we value and focus on quality and valorisation of academic work, integration and cooperation as well as managerial relevance. Members of the research group are encouraged to do academic work that matches the high quality standards in terms of conferences and international peer-reviewed journals with high impact (e.g., Journal of the Academy of Marketing Science, Journal of Consumer Research, Journal of Cleaner Production, Journal of Business Research, International Journal of Behavioral Nutrition and Physical Activity).

Professors and Ph.D. students support each other and cooperate on a regular basis. The professors of the group actively explore opportunities to cooperate in new research projects, bridging the two main research pillars of the group (for instance, marketing communications in co-creation processes). Research projects often have a managerial angle, and/or are conducted in cooperation with companies and organisations (for instance, media companies, pharmaceutical companies, government agencies).

Topics/expertise

We invite expressions of interest for proposals to undertake postdoctoral research in the broad area of marketing, within the domains below.

The department offers a variety of research opportunities in the areas of consumer behaviour, marketing communication, product/service innovation, and value co-creation among a wide variety of stakeholders.

Your profile

We search for promising, innovative researchers with **an excellent track record** appropriate to career stage, as evidenced by academic publications and other scientific output. Only expressions of interest that meet the following MSCA eligibility criteria will be considered:

- You must have completed a PhD at the time of the call deadline (14 September 2022).
- You can only apply up to eight years after the completion of your PhD (excluding experience outside research and career breaks (e.g. due to parental leave)).
- You must not have resided or worked in Belgium for more than 12 months during the three years up to the call deadline.

To be considered to apply with the department of Marketing (University of Antwerp) as host institution, you should supply the following in one PDF file:

- A 2-page project proposal, including the name of the department of Marketing supervisor and the type of fellowship (European or Global) you envision for the project
- A 2-page CV, including your full name, contact details, current position and institution, highest degree obtained and date of award, name of the institution conferring the degree, etc.
- Name and contact details of 2 references (who can testify about your academic skills)

Send in your application by June 30 to Annouk.lievens@uantwerpen.be or one of the professors of the department of Marketing (see annex below).

Expressions of interest will be assessed by the envisioned supervisor, in consultation with the other members of the department of Marketing. The most promising applicant(s) based on the strength of CVs and proposals in relation to the MSCA award criteria will be provided with further guidance and support for the purposes of submitting a full MSCA Postdoctoral Fellowship application with the department of Marketing (University of Antwerp) as host. You will be notified of our decision on your application by July 6, 2022.

We will provide support and guidance to develop those proposals that we judge to be promising. In developing your proposal, you will be able to rely on your supervisor for the necessary support.

Contact

For further enquiries, contact Prof. Dr. Annouk Lievens (Annouk.lievens@uantwerpen.be) or one of the professors of the department of Marketing (see annex below).

Annex – The Marketing research group research domains

Domain

Expertise

Contact

Marketing communications, consumer behaviour	persuasive communications - nudging - advertising in social networking sites - online reviews - branded content	Nathalie Dens
Sustainable innovations	adoption of sustainable behaviour - circular economy – innovation - co-creation	Ingrid Moons
Food purchasing and environments	Food purchasing behaviors - food environments (including food availability in neighborhoods and online)	Lukar Thornton
Multistakeholder innovation management	Value co-creation, organizational capabilities and (sustainable) innovation within (online) multistakeholder networks (context: B2B, high-tech services, healthcare & sustainability)	Annouk Lievens
Consumer behaviour	sustainable behaviour and social marketing - drivers of influence and persuasion - food perception and consumption habits - social mobility and comparison in a consumer context	Barbara Briers