

# Call for candidates Marie Skłodowska-Curie Postdoctoral Fellowships 2022

(Apply by June 30, 2022)

*Are you a talented and ambitious postdoc thinking about your next career move? The Marketing research group (Faculty of Business and Economics - University of Antwerp, Belgium) invites expressions of interest from researchers interested in submitting a high quality Marie Skłodowska-Curie Postdoctoral Fellowship proposal in the broad area of marketing, with the department of Marketing as a host.*

## Who are we?

The [University of Antwerp](#) is a university in Belgium with about 20.000 students and 6.200 staff members in 9 faculties. The university is a strong research university with more than 3.650 scientific papers per year and ranks fifth in the ranking of young universities (Times Higher Education Millennials).

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).

## Our offer?

We invite expressions of interest for proposals to undertake postdoctoral research in the broad area of marketing. The unique setting of the department of marketing 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. Please check our website and the overview of supervisory capacity in the annex below for our specific expertise. 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. The Grants Office provides administrative support, an MSCA starter pack and a dedicated training on 'Preparing for an Horizon Europe MSCA Postdoctoral Fellowship'.

### About the MSCA Postdoctoral Fellowship scheme and your profile

With a budget of €257 million, this call enhances the creative and innovative potential of researchers holding a PhD and wishing to acquire new skills through advanced training, international, interdisciplinary and inter-sectoral mobility. The funding is available to researchers ready to pursue frontier research and innovation projects in Europe and worldwide.

An MSCA Postdoctoral Fellowship implies that a researcher travels to an institution in another country (host), where he/she works with a supervisor to deliver a specific research project. European Postdoctoral Fellowships must last between 12 and 24 months. Global Postdoctoral Fellowships must last between 24 and 36 months (12 to 24 months for the outgoing phase, outside Europe, and 12 months for the return phase, back to Europe). The salary consists of a combined living, mobility and family allowance.

We expect candidates to be 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.

The 2022 call is open from 12 May 2022, with a **deadline on 14 September 2022**. Please ensure that you consult the [MSCA website](#) and the [European Commission's Online Portal](#) for further details on the call.

### Apply

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](mailto: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.

## Contact

For further enquiries, contact Prof. Dr. Annouk Lievens ([Annouk.lievens@uantwerpen.be](mailto: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
<b>Marketing communications, consumer behaviour</b>	Persuasive communications - nudging - advertising in social networking sites - online reviews - branded content	<a href="#">Nathalie Dens</a>
<b>Sustainable innovations</b>	Adoption of sustainable behaviour - circular economy – innovation - co-creation	<a href="#">Ingrid Moons</a>
<b>Food purchasing and environments</b>	Food purchasing behaviors - food environments (including food availability in neighborhoods and online)	<a href="#">Lukar Thornton</a>
<b>Multistakeholder innovation management</b>	Value co-creation, organizational capabilities and (sustainable) innovation within (online) multistakeholder networks (context: B2B, high-tech services, healthcare & sustainability)	<a href="#">Annouk Lievens</a>
<b>Consumer Behaviour</b>	Sustainable behaviour and social marketing - drivers of influence and persuasion - food perception and consumption habits - social mobility and comparison in a consumer context	<a href="#">Barbara Briers</a>