

PhD student position at the Institute of Marketing and Communication Management, Faculty of Communication, Culture and Society within the SNF project on Organizational Identity and Digital Transformation

Università della Svizzera italiana (USI) is a young and lively university in Lugano, Switzerland and ranks 3rd in the U-Multirank 2022 of Swiss universities. It is a hub of opportunity open to the world where students are offered a quality interdisciplinary education in which they can be fully engaged and take centre stage, and where our researchers can count on having the space to freely pursue their initiatives. Established in 1996, USI is in constant evolution, always taking on new challenges while remaining true to its three guiding principles: quality, openness, and responsibility.

The **Institute of Marketing and Communication Management (IMCA)** adds to the discipline of management by addressing how communication processes contribute to the constructions of markets, organizations and consumers.

IMCA's communicative and interdisciplinary approach has allowed the Institute to develop a processual, cultural, performative, and socio-material reading of organizations, business networks, communities of stakeholders and consumers. It is active on various research topics, among which organizational identity construction and change. IMCA distinguishes itself for its focus on qualitative methodologies, in particular case studies, ethnographies, and visual analysis.

PhD position funded by SNF research project

IMCA invites applications for a full time PhD position (4 years), funded by the SNF (Swiss National Science Foundation) research project "New Ways of Making Sense of Who We Are: How Digital Transformation Challenges Organizational Identity Construction" (for a brief description of the project see: <https://www.imca.usi.ch/en/events-news/new-ways-of-making-sense-of-who-we-are-how-digital-35216>). The doctoral student will work under the scientific supervision of Dr. Alessandra Zamparini (<http://usi.to/fqn>).

The successful candidate will be able to design part of the project as his/her PhD, carry out ethnographic research in traditional organizations currently engaging in a digital transformation journey, present emergent findings at international conferences, and publish in academic journals.

The successful candidate will be offered the possibility to work in a dynamic research team and in a multidisciplinary and international scientific environment.

During the four years of the project, the person will have the unique opportunity to collaborate with a research team including the project external partners Kevin, G. Corley and Ileana Stigliani from Imperial College Business School (UK), and to become a credible member of the academic community of organization and management scholars.

The research activities will be carried out predominantly in Switzerland, where the candidate should take residence near Lugano, but can involve also a research stay at Imperial College Business School.

The doctoral student will be enrolled in the Doctoral Program of the Faculty of Communication, Culture and Society (<https://www.com.usi.ch/en/study-communication/phd-doctoral-studies/phd-communication-sciences>). Upon successful completion of the program requirements, the candidate will earn a PhD in Communication Sciences with a Specialization in Organization Studies.

The candidate will also be expected to provide support for the activities at IMCA, including support for teaching, service and for the organization of events.

Candidate's profile

The ideal candidate for the position should satisfy the following requirements:

- A Master's degree in business, communication, sociology, anthropology, or related disciplines. Final score of 8 or higher (on a 10-point scale);
- An international orientation, some experience in qualitative research methods, and an academic curiosity for developing our understanding of organizational phenomena and publishing in English in high-ranked journals;
- Be proficient in English and master another national language of Switzerland (ideally Italian or German);
- Motivation to engage in the elaboration of a PhD dissertation and take ownership of a research project. Ability to work in team and autonomy in ideating, planning and carrying out qualitative research. Interest for teaching and tutoring students and availability to collaborate with colleagues (engage in scientific dialogue, listen and think critically) are required;
- High personal interest in understanding organizational phenomena through immersive, qualitative (i.e. ethnographic methods) research.

Contract terms

Admission to the Ph.D. program is highly competitive. Admission decisions are based on the candidate's background, interests, attitude and potential for academic achievement.

Successful enrolment in the Ph.D. program and the position as doctoral researcher are not compatible with a further professional activity.

The successful candidate will work as research assistant at the Institute of Marketing and Communication Management (IMCA), and will have the possibility to interact with an international network of collaborators.

Workplace is USI Università della Svizzera italiana, located in Lugano, Switzerland.

Availability to travel to other parts of Switzerland and abroad (for purposes of collaboration and research) is required.

In addition to a tuition fee-waiver for the duration of the project, a SNF funded PhD at USI includes an annual salary of 47'040 Swiss Francs for the first year, increasing up to 50'040 Swiss Francs for the fourth year. PhD scholarships are subject to annual review and successful completion of a progress report.

Starting date is 1 September 2023.

The Application

Applications should contain:

- (1) a letter in which the applicant describes his/her research interests and the motivation to apply. The letter should lay out the links between his/her academic and professional preparation and own interests and the topic of the SNF project, for example, by referring to its phenomenological, theoretical or methodological positioning;
- (2) a complete CV;

(3) copies of relevant diplomas, certificates as well as the full transcript of records that prove the candidate's eligibility for doctoral studies in communication studies (in case the candidate has not yet concluded a Master's programme, expected graduation date and full transcript of records so far are required).

(4) an electronic version of a research work (Master's thesis or other scientific publication). The latter must be accompanied by a short summary in English (1 page maximum). A support letter written by the Master's thesis supervisor (or another Professor who knows the candidate well) is equally welcome.

Please send your application incl. detailed CV (with 2 references), university grade transcripts, and a letter of motivation electronically to Alessandra Zamparini, alessandra.zamparini@usi.ch.

Shortlisted candidates will be invited to an online interview.

Applications received before 1.06.2023 will be given priority. However, applications will be received until the position is filled.

USI strives to be an equal opportunity and family friendly employer and is further responsive to the needs of dual career couples. We guarantee that the selection process will give equal opportunities to female and male researchers.

As an institution that values diversity, USI particularly encourages applications from women and from all individuals from underrepresented groups.

Lugano, 18 April 2023