An innovative and dynamic Business School, DCUBS offers an extensive range of research and taught programmes at undergraduate, postgraduate, executive and doctoral levels. DCU Business School is recognised nationally and internationally for the outstanding quality of its business education programmes. Our teaching, learning and research activities are strongly influenced by the core guiding principles of relevance and excellence.

Project Background

Applications are invited from suitably qualified candidates for the position of Post-Doctoral Researcher in DCU Business School within the Marketing Group.

DCU Business School has appointed a number of Post-Doctoral Researchers to undertake and support research across its academic areas. Information on the research at DCU Business School, in the different academic areas, can be found at: [http://www.dcu.ie/dcubs/interests_in_research.shtml](http://www.dcu.ie/dcubs/interests_in_research.shtml)

Marketing areas in which research, including supervision of postgraduate research, is undertaken include:

- Brand Management and Brand Culture, Corporate Branding and Reputation, Business to Business Branding, Strategic marketing management, Innovative brand management, brand portfolio management in the context of mergers and acquisitions, Brands in virtual and fictional worlds.

- Customer service, service marketing & management and service quality management, Co-creation of value, Agribusiness and Organic Food Brand Consumption, and Food Health Issues.

- Marketing Metrics, Marketing Performance Measurement, Marketing, Innovation & Technology, Managers’ Personal Values and their Relevance to Marketing Strategy, Marketing Research

- Consumption studies, Process-sociological approach to the study of both sport and organisations.

- Sustainable Communication and Sustainable Consumption & Production, Sustainability Marketing, Corporate Social Responsibility and Social Entrepreneurship.

- Consumer Behaviour and Consumer Research considering Organ Donation and the Impact of Bereavement on consumption, Consumer Sentiment Index, Qualitative Research.

- Foreign Market Entry Strategies and Export Behaviour, Strategic Alliances and Internationalisation of SMEs, Marketing, Innovation and Technology, and New Product Development.

Among the main researchers in Marketing are, Dr. John Connolly, Dr. Yuhui Gao, Dr. Michael Gannon, Dr. Pierre McDonagh, Dr. Laurent Muzellec, and Dr. Anne Sinnott.

Duties of the Post

Post-Doctoral Researchers are important and essential members of the University’s academic community. Reporting to the Head of the academic group, the duties of the Post Doctoral Researcher may include:
• Undertaking research related to gathering of primary or secondary data e.g. literature reviews, questionnaires and interviews;
• Writing articles for publication in peer reviewed journals in collaboration with other DCUBS staff in their discipline areas;
• Analysing data;
• Holding seminars;
• Giving tutorials to members of Faculty and / or research scholars;
• Providing support for research students within their groups;
• Preparation of materials for and delivery of taught modules up to a maximum of one module each semester

While the day to day role and time allocation of the Post-Docs will be the responsibility of the Group Head, the Associate Dean for Research will have an overview role for all of the appointees and will appoint a mentor from within the group.

Qualifications and Experience
Candidates must hold a PhD in a relevant discipline, and show strong commitment to research in their career to date. They must have good communication and interpersonal skills, and be motivated to contribute to the successful research output of the School.

Type: The position will be full-time for a period of up to 2 years. The successful applicant will be subject to a twelve month probationary period.

Closing date: 13th March 2012

Salary scale: Postdoctoral Researcher: €37,750 - €46,255

Enquiries: Informal enquiries may be addressed to Dr Pierre McDonagh, DCU Business School, Dublin City University, Dublin 9, Ireland. E-mail: pierre.mcdonagh@dcu.ie and Tel: 017005996

Application forms are available at: http://www.dcu.ie/vacancies/APPLICATION FORM 8pg.doc and from Human Resources Department, Dublin City University, Dublin 9. Tel: (01) 700 5149; Fax: (01) 700 5500
Email: hr.applications@dcu.ie

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