

School/Department:	ERIM / RSM / Marketing Management
Project Title:	Opportunities of New Technologies for Marketing and Health Care
Abstract:	<p>Focus of the project(s):</p> <p>New technologies, such as virtual reality (VR), augmented reality (AR), mobile health apps, and robots, offer many opportunities for business and health care. This raises many interesting research questions. For example, will VR experiences might become of such a high quality that it could replace real-life experiences (e.g., museum visit, attending a movie, going to a theatre)? How can AR help retailers in improving their business performance? How can we stimulate consumers to not only download mobile health apps, but also use them on longer term? And, how can VR be used for health care applications, such as the development of a healthy lifestyle, and the diagnosis and treatment of diseases?</p> <p>To answer such questions, we have founded an expert practice on Virtual and Augmented Reality, under the umbrella of the Erasmus Center for Data Analytics (ECDA). This is a collaboration of researchers from different business and medical disciplines, who work on joint projects. These researchers also collaborate with and disseminate their research findings to organizations, industry bodies, and governmental institutions. For more information on this expert practice, see: https://ecda.eur.nl/expert-practices/virtual-augmented-reality/.</p> <p>The PhD position is linked to this expert practice, and a potential candidate should be interested in the type of research questions listed above and/or related questions. The PhD student will work in close collaboration with members of this ECDA expert practice.</p> <p>The PhD project involves:</p> <ul style="list-style-type: none"> • Identifying novel research questions based on real-world phenomena or extant theory • Understanding the theoretical foundations and prior literature relevant to understanding the phenomena • Identifying the fundamental variables and relationships that are most important to studying the phenomena, and formalizing them in a measurement model or set of experimental hypotheses • Gathering experimental or observational data to test

	<p>hypotheses or measure phenomena</p> <ul style="list-style-type: none"> • Identifying the critical assumptions needed to draw inferences from empirical results • Writing computer code to analyse experimental or secondary data • Presenting research findings at international conferences • Writing up findings for publication in international journals • Attending classes and seminars (including those offered at other universities) to further develop thinking and research skills • Participating in and contributing to departmental research functions (PhD Day, research seminars, weekly research meetings) • Teaching and/or supervising (to a limited degree) students of the department <p>Through workshops, research seminars, applied and theoretical research with faculty, and seminars on key disciplines that provide the foundations of the marketing discipline (statistics, economics, psychology), the PhD student will gain the requisite experience for independent work. The actual project will be defined by the student and the supervisory group and thus requires creativity, self-direction, and passion for top-notch scientific research.</p> <p>Students have access to world-class research facilities:</p> <ul style="list-style-type: none"> • Erasmus Behavioural Lab provides facilities to conduct high-quality behavioural research, including sound-insulated cubicles, group labs, video labs, and facilities for eye tracking, EEG/ERP, facial coding, and hormone-administration studies. • High-performance computing is available to researchers via SURFSara (a Dutch consortium for scientific computing) • Researchers have access to multiple MRI scanners via Erasmus Medical Centre. <p>We facilitate international research experience:</p> <p>To strengthen their international research networks and complement their time at RSM, students receive funding for a 3- to 6-month research visit at a top international university. Past visits have included Stanford, Wharton, Harvard, Florida, Chicago, Colorado, Cornell, Columbia, and UCLA.</p>
<p>Requirements of candidate:</p>	<p>We seek candidates with the following qualities:</p> <ul style="list-style-type: none"> • Intellectual curiosity, eagerness to learn, and openness to criticism and other perspectives

	<ul style="list-style-type: none"> • Strong commitment to methodological rigor and scientific integrity • Strong motivation to pursue an international career as a leading scholar • Excellent speaking and writing ability in fluent English, ideally with experience writing for a scientific audience • Willingness and motivation to independently formulate research projects and carry them through to completion • Excellent organizational skills • Masters' degree (preferably a Research Master's or MPhil degree) <p>Candidates should further match the following profile:</p> <ul style="list-style-type: none"> • Background in marketing, business, economics, econometrics, management science, health management, or related discipline • Passion for and preferably some (research) experience with new technologies (VR, AR, Robots, mobile apps, etc.) and their applications for business and health care • Experience with conducting experimental research with human participants and/or analysing secondary data • Statistical skills and command software packages for analysing (experimental) data (e.g., R, SPSS, SAS, Stata), and a strong willingness to develop these skills further. • Command of empirical software packages to collect data (e.g., Qualtrics), and a strong willingness to develop these skills further. <p>Master's degree: Yes</p> <p>EUR requirement: See Table Information about English requirements</p> <p>(If the faculty does not have special English requirements, general requirement from Admission Office is applied)</p>
Supervisor information:	<p>Prof. dr. Yvonne van Everdingen (Marketing & Innovation) yeverdingen@rsm.nl https://www.rsm.nl/people/yvonne-van-everdingen/</p> <ul style="list-style-type: none"> • Everdingen, Y., Hariharan, V., & Stremersch, S. (2019). Gear Manufacturers as Contestants in Sports Competitions: Breeding and Branding Effects. <i>Journal of Marketing</i>, 83(3), 126-144. https://doi.org/10.1177/0022242919831996 • van der Lans, R., Everdingen, Y., & Melnyk, V. (2016). What to Stress, to Whom and Where? A Cross-Country Investigation of the Effects of Perceived Brand Benefits on

	<p>Buying Intentions. <i>International Journal of Research in Marketing</i>, 33(4), 924-943. https://doi.org/10.1016/j.ijresmar.2016.05.002</p> <ul style="list-style-type: none"> • Depecik, BE., Everdingen, Y., & Bruggen, G. (2014). Firm Value Effects of Global, Regional, and Local Brand Divestments in Core and Non-core Businesses. <i>Global Strategy Journal</i>, 4(2), 143-160. https://doi.org/10.1111/j.2042-5805.2014.1074.x • Everdingen, Y., Sloot, LM., van Nierop, E., & Verhoef, PC. (2011). Towards a Further Understanding of the Antecedents of Retailer New Product Adoption. <i>Journal of Retailing</i>, 87(4), 579-597. https://doi.org/10.1016/j.jretai.2011.09.003 • Everdingen, Y., Fok, D., & Stremersch, S. (2009). Modeling Global Spillover of New Product Takeoff. <i>Journal of Marketing Research</i>, 46(5), 637-652. https://doi.org/10.1509/jmkr.46.5.637 <p>The supervisory team will also include other faculty members from the Marketing department and/or other members of the ECDA expert practice Virtual and Augmented Reality.</p> <p>Feel free to reach out to the PhD program coordinator, Dr. Anne-Kathrin Klesse (klesse@rsm.nl) for more information.</p>
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English requirements: Please refer to Erasmus University China Center official website for your information www.eur.nl/eucc

Erasmus University China Center -> CSC Scholarship -> "I am a prospective CSC PhD Candidate" -> Table 1

Please note that each institute requires difference level of English, make sure to find the right institute. 2022 CSC-PhD programme information will be shared and updated soon!