

School/Department:	ERIM / RSM / Marketing Management
Project Title:	Doctoral Research in Marketing (Marketing Science, Consumer Behaviour, or Consumer Neuroscience)
Abstract:	<p>The marketing group at Rotterdam School of Management, Erasmus University seeks highly motivated PhD students looking to study topics in marketing science, consumer behaviour, and consumer neuroscience. Strong applicants typically have backgrounds in economics, psychology, business, statistics, neuroscience, or computer science, and are looking to pursue careers as world-class academic researchers. Students define and execute their own projects in consultation with their advisers, and thus need creativity, self-direction, and a passion for scientific research.</p> <hr/> <p>The marketing group at Rotterdam School of Management (RSM) ranks among the best in the world. Our members publish their research in top journals in marketing and related fields. Our group is diverse, collaborative, collegial.</p> <p>Our PhD program seeks to train the next generation of marketing academics. We want our students to maximize their potential and become independent marketing scholars. We expect students to become experts in and define a research agenda around a topic of their choosing. As such, PhD positions in our group are <i>open</i>. During their years of study, students define and execute their own projects. They do this in consultation with their advisers, but also work with other faculty, including those at other institutes.</p> <p>Students typically enter the PhD program under one of three sub-programs:</p> <ul style="list-style-type: none"> • Marketing Science. Faculty work on a wide range of topics, such as customer analytics (Aurelie Lemmens), marketing strategy (Gerrit van Bruggen), new product introductions and virtual / augmented reality marketing applications (Yvonne van Everdingen), consumer eye tracking (Ana Martinovici), consumer learning (Maciej Szymanowski), media and advertising (Jason Roos), consumer and firm networks (Xi Chen), behavioural economics (Alina Ferecatu), multi-armed bandits (Gui Liberali), and econometric and statistical

	<p>methods (Pieter Schoonees). In addition to standard required course work, students typically take courses in microeconomics, machine learning, econometrics, statistics, and seminars in quantitative marketing.</p> <ul style="list-style-type: none"> • Consumer Behaviour. Faculty work on a wide range of topics in consumer behaviour, such as how advertising works psychologically (Steven Sweldens), how technology is changing consumption (Stefano Puntoni), self-control and consumption (Mirjam Tuk), numerical processing (Dan Schley and Christophe Lembregts), judgment and decision making (Gabriele Paolacci), expression modalities and restriction effects on choice (Anne Klesse), biological influences on consumption and goal pursuit (Bram Van den Bergh), polarized sentiments (Johannes Boegershausen), and pro-societal consumer interventions (Romain Cadario). In addition to standard required course work, students typically take courses in experimental design and statistics, and seminars in consumer behaviour and psychology. • Consumer Neuroscience. Faculty work on a wide range of topics in consumer neuroscience ranging from understanding the neurological basis for consumer judgements and behaviours to predicting population-level outcomes from neural response data (Ale Smidts, Maarten Boksem, Alex Genevsky). In addition to standard required course work, students typically take courses in neuroscience, statistics, programming, machine learning, and seminars in consumer behaviour. <p>The sub-program, which is chosen in consultation with the student prior to admission, determines the type of courses students take and who their advisors are in the first year.</p> <p>Prospective students should indicate in their application which sub-program best matches their interests. (Applicants seeking to work at the intersection of two sub-programs should apply to the closest matching sub-program, and discuss their motivation for interdisciplinary research in the application).</p> <p>The PhD student will work in close collaboration with the supervisory team and other faculty on tasks that include:</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
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	<ul style="list-style-type: none"> • 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 hypotheses or measure phenomena • 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 (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>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>
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<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 • 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 one of the following profiles:</p> <p>Marketing science</p> <ul style="list-style-type: none"> • Background in a quantitative field, such as quantitative marketing, economics, statistics, computer science, management science, or operations research • Energy and passion for conducting research in quantitative social sciences • Experience writing computer code in a language such as R, python, Java, or C++ (no specific language is favoured or required however) • Skills in data management, preparation, and visualization, ideally as part of at least one end-to-end data science project <p>Consumer behaviour</p> <ul style="list-style-type: none"> • Background in psychology, statistics, business, or a related discipline • Energy and passion for consumer behaviour, consumer psychology, and marketing • Experience conducting experimental research with human participants • Statistical skills and command of standard software packages for analysing experimental data (e.g., R, SPSS, SAS, Stata, JASP), and a strong willingness to develop these skills further • Command of empirical software packages (e.g., Qualtrics, MediaLab, Authorware, E-Prime) and a strong willingness to develop these skills further <p>Consumer neuroscience</p> <ul style="list-style-type: none"> • Background in cognitive neuroscience, cognitive psychology,
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	<p>or biological psychology</p> <ul style="list-style-type: none"> • A definite interest of applying knowledge to the field of decision-making • Prior experience analysing fMRI data using techniques such as MVPA and RSA, as well as neural reliability (inter-subject correlations in neural activity), or prior experience working with EEG, facial coding, or eye-tracking techniques. <p>Master's degree: Yes</p> <p>EUR requirement: IELTS: 7.5 (min. 6.0 for all subs) or TOEFL: 100 (internet) or 600 (paper); GMAT-test or GRE-test: 85%</p>
Supervisor information:	<p>Promotor: Prof. dr. Stefano Puntoni, Professor of marketing Email: spuntoni@rsm.nl Profile: https://www.rsm.nl/people/stefano-puntoni/</p> <p>(PhD positions in the marketing management department of RSM are open positions. Students are encouraged to work with a range of faculty. Please refer to the web pages for individual faculty members (https://www.rsm.nl/research/departments/marketing-management/faculty/) for more information about their current research interests)</p> <p>List of publications of the last 5 years: Puntoni, Stefano, Rebecca Walker Reczek, Markus Giesler, and Simona Botti (2020), “Consumers and Artificial Intelligence: An Experiential Perspective,” <i>Journal of Marketing</i>, forthcoming.</p> <p>Granulo, Armin, Christoph Fuchs, and Stefano Puntoni (2020), “Preference for Human (vs. Robotic) Labor is Stronger in Symbolic Consumption Contexts,” <i>Journal of Consumer Psychology</i>, 10.1002/jcpy.1181.</p> <p>Wertenbroch, Klaus, Rom Y. Schrift, Joseph W. Alba, Alixandra Barasch, Amit Bhattacharjee, Markus Giesler, Joshua Knobe, Donald R. Lehmann, Sandra Matz, Gideon Nave, Jeffrey R. Parker, Stefano Puntoni, Yanmei Zheng, and Yonat Zwebner (2020), “Autonomy in Consumer Choice”, <i>Marketing Letters</i>, https://doi.org/10.1007/s11002-020-09521-z.</p>

	<p>van Osselaer, Stijn, Christoph Fuchs, Martin Schreier, and Stefano Puntoni (2020), “The Power of Personal,” <i>Journal of Retailing</i>, 96 (1), 88–100.</p> <p>Granulo, Armin, Christoph Fuchs, and Stefano Puntoni (2019), “Psychological Reactions to Human Versus Robotic Job Replacement,” <i>Nature Human Behaviour</i>, 3, 1062–1069.</p> <p>Leung, Eugina, Gabriele Paolacci, and Stefano Puntoni (2019), “How Technology Shapes Identity–Based Consumer Behavior,” in <i>Handbook of Research on Identity Theory in Marketing</i>, Americus Reed II and Mark Forehand (eds). Elgar, 240–254.</p> <p>Kleinsmith, Niela, Matthieu Campion, Stefano Puntoni, and Steven Sweldens (2019), “TomTom: Mapping the Course from B2C to B2B,” <i>RSM Case Development Centre</i>, Case Centre Reference no. 519–0037–1. [Winner, Case Centre’s Outstanding Case Writer Award. Winner, EFMD Case Writing Award]</p> <p>Leung, Eugina, Gabriele Paolacci, and Stefano Puntoni (2018), “Man Versus Machine: Resisting Automation in Identity–Based Consumer Behavior,” <i>Journal of Marketing Research</i>, 55 (6), 818–831.</p> <p>Puntoni, Stefano (2018), Amazing Machines and the Quest for Meaning in Consumption, <i>GfK Marketing Intelligence Review</i>, 10 (2), 18–23.</p> <p>Moreau, Page and Stefano Puntoni (2017), Advances in Consumer Research, Volume 44. Duluth, MN: Association for Consumer Research.</p> <p>De Langhe, Bart, Stefano Puntoni, and Richard Larrick (2017), “Linear Thinking in a Nonlinear World,” <i>Harvard Business Review</i>, May–June, 130–139. [Reprinted in Davenport, T. H., Redman, T. C., Ashkenas, R., Li, M., Kassengaliyeva, M. & Perkins, R., <i>HBR guide to data analytics basics for managers</i> (pp. 131–154). Boston: Harvard Business Review Press.]</p>
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	<p>Weijters, Bert, Stefano Puntoni, and Hans Baumgartner (2017), “Methodological Issues in Cross-Linguistic and Multilingual Advertising Research,” <i>Journal of Advertising</i>, 46 (1), 115–128.</p> <p>De Langhe, Bart and Stefano Puntoni (2016), “Productivity Metrics and Consumers’ Misunderstanding of Time Savings,” <i>Journal of Marketing Research</i>, 53 (3), 396–406.</p> <p>Fernandes, Daniel, Stefano Puntoni, Stijn van Osselaer, and Elizabeth Cowley (2016), “When and Why We Forget to Buy,” <i>Journal of Consumer Psychology</i>, 36 (3), 363–380. [Winner, C.W. Park Award]</p> <p>Acar, Oguz and Stefano Puntoni (2016), “Customer Empowerment in the Digital Age,” <i>Journal of Advertising Research</i>, 56 (1), 4–8.</p> <p>De Langhe, Bart and Stefano Puntoni (2015), “Bang for the Buck: Gain-Loss Ratio as a Driver of Judgment and Choice,” <i>Management Science</i>, 61 (5), 1137–1163.</p> <p>Puntoni, Stefano, Ilona de Hooze, and Willem Verbeke (2015), “Ad-Induced Embarrassment,” <i>Journal of Advertising</i>, 44(1), 71–79.</p> <p>Puntoni, Stefano and Bart De Langhe (2015), “Consumers Don’t Understand the Relationship Between Time and Speed,” <i>Harvard Business Review</i>, https://hbr.org/2015/11/consumers-dont-understand-the-relationship-between-time-and-speed</p> <p>Puntoni, Stefano (2015), “Embracing Diversity,” <i>Inaugural Address Series Research in Management</i>. Rotterdam: Erasmus Research Institute of Management, http://repub.eur.nl/pub/77854/</p>
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