

PhD Program in Marketing Call for Applicants



The PhD is the jewel in the crown of academic achievement, and only the brightest and most dedicated students pursue this degree.

Our PhD program attracts students from across Australia and around the world who are interested in conducting research that advances the boundaries of knowledge and which benefits the communities we serve.

Marketing Scientists Wanted

Do you want to make a difference by solving meaningful problems facing consumers, organisations, and communities? Do you want to provide original research insights to the field of Marketing? The Department of Marketing invites applications from exceptional candidates for the PhD Program in Marketing at Deakin Business School. Deakin Business School is located in Melbourne, Australia, which is regularly ranked by the QS guide as amongst the top 10 cities in the world to live and study.

About the Department

The Department of Marketing in the Deakin Business School comprises 21 academic staff specialising in research on customer analytics and modelling, consumer behaviour, social and transformative marketing, services marketing, marketing and public policy and marketing and technology. The Department ranks third in Australia and number one in Victoria across all academic levels in terms of the citations of staff's research publications and has achieved an "above world class" performance rating in the Excellence in Research for Australia (ERA).

An emerging strength within the Department is the utilisation of quantitative and analytical research methods to address pressing issues in marketing, facilitated by a close collaboration with the Department of Information Systems and Business Analytics. Research produced by Department members regularly appears in leading marketing journals, including *Marketing Science*, *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Service Research*, *Journal of Consumer Psychology* and *Journal of Retailing*. As part of the Business School's commitment to the recruitment of world-class researchers, the Department has hired academics who hold a PhD degree from world-renowned universities, including the University of Chicago, Washington University, St Louis, and the University of Alberta. The Department's Professorial Research Fellow, Bernd Skiera, is considered to be one of Europe's leading business researchers.

About our PhD Program

The PhD in Marketing offered by our Department is designed to provide students with a rigorous academic grounding in their area of specialisation and the skills required to undertake original research that contributes significantly to knowledge. Students will complete four coursework units in the first year, designed to provide advanced research methods training. Students will progress to work on their doctoral thesis under the guidance of PhD supervisors who are experts in the area of their thesis. Students are expected to complete their PhD in three to four years. The program is designed to produce future academic leaders, with students receiving generous grants to support their research and considerable assistance to prepare them for the academic job market at the end of their candidature.

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Applications

Applications are now open for the February 2024 intake. Deadline for submissions is 16 October 2023. Applicants are encouraged to contact the HDR Director in the Department of Marketing to lodge their expression of interest (EOI). Please include the following with your EOI applications:

- i.* Faculty EOI form which can be found [here](#).
- ii.* A 5 minute video presentation addressing why you are applying for a PhD, what you want to achieve during your time at Deakin, and summarizing your understanding of a particular academic literature that you are interested in
- iii.* GMAT/GRE score – It is not compulsory to submit your GMAT/GRE scores with your application, but it is advisable to do so.
- iv.* Cc bl-phd@deakin.edu.au

More information about the application process can be found at: <https://blogs.deakin.edu.au/business-and-law-phd/>

Scholarships

Deakin scholarships are available and provide a living allowance (domestic and international students) and fee waivers (international students only; the fees of domestic students are covered by the Australian Government). The stipend rate is \$33,500 p.a. (2023 rate). Scholarships are awarded on the basis of academic merit and alignment with University and Faculty strategic goals, and there is strong competition for these scholarships. Applicants are benchmarked against the characteristics of an ideal candidate (see below) when assessed for scholarship eligibility.

Desired Profile of PhD Students

Candidates with the following attributes are invited to apply for admission into the PhD program in Marketing:

1. Completed research degree (honours or masters) with an 80% grade
2. Highly motivated, intellectually curious, persistent and resilient
3. Excellent oral and written communication skills
4. A background in Psychology and/or experience with experimental methods and data analysis provides optimal preparation for students who wish to pursue a PhD in the field of consumer behaviour. Solid training in economics and statistical methods offers an advantage for quantitative marketing students, but students from backgrounds such as engineering and computer science are also well-suited
5. Strong referee letters
6. Ability to clearly articulate theoretical contributions and gaps within one's research field of interest
7. Strong GRE or GMAT scores are valuable, but not mandatory.

For all enquiries, please email: bl-phd@deakin.edu.au