

# Fully funded PhD Scholarships in the Business School

## London Centre for Business and Entrepreneurship Research

Director: Prof Karin S. Moser, PhD, Professor of Organisational Behaviour and Director of Research in the Business School

As part of the continued expansion of our Research Centre, we invite applications for full-time and fully funded PhD Scholarships with a start date of September 2019 in the following three areas:

- **Topic 1: Voice in temporary employment relationships**
- **Topic 2: The influence of global/multicultural identity on work and consumer behaviours**
- **Topic 3: Trust and information disclosure in online interactions with individual and institutional partners**

All topics form part of longer term research programmes of senior research centre members and offer full integration into active research groups. For more details about the topics, see below and on our websites.

### We offer:

The London Centre for Business and Entrepreneurship Research offers a vibrant research environment with currently about 25 full-time research active academic members and around 50 affiliated PhD students. The centre's research focusses in the areas of consumer and employee behaviour in a multicultural context, decision-making, knowledge and consumption in a digital world, entrepreneurship and corporate social responsibility, and forecasting and modelling business performance. We deliver impactful research in collaboration with businesses and public sector organisations and academic partners around the world.

The PhD scholarships offer a tax-free maintenance allowance of up to £15,000 pa that includes the tuition fees payable to the University for the three years of full-time PhD study. Successful applicants are expected to register for the PhD by Publication pathway and to deliver up to 6 hours of teaching per week during term-time. The PhD scholarships include the opportunity to publish journal articles and to disseminate research at national and international conferences under the supervision of Prof Karin Moser, Dr Rea Prouska and Dr Barbara Czarnecka.

### We expect:

Successful candidates are expected to meet the following five criteria: 1) a 1<sup>st</sup> or upper 2<sup>nd</sup> class Master's degree in Organisational Behaviour, HR or Management (or international equivalent), 2) excellent command of English both written and spoken, 3) excellent research methods knowledge (multivariate statistics, case study and content analysis, experimental and web-based research designs), 4) evidence of interest and expertise in one the three topics above, and 5) strong communication and team working skills.

### How to apply:

Please email a full CV with names of two references and a motivation letter that specifies a) which topic you are applying for, b) how you meet the 5 selection criteria detailed above and c) why you would like to do a PhD to Prof Karin Moser, email: [moserk@lsbu.ac.uk](mailto:moserk@lsbu.ac.uk). **Deadline for applications is 15<sup>th</sup> May 2019, 5pm GMT**

A short list of candidates will be invited for an interview and the successful candidates will be selected for an award in accordance with the University's postgraduate admission requirements and meet the eligibility of Education (Fees and Awards) Regulations 1997.

### Further information:

About the scholarship topics and research centre: <http://www.lsbu.ac.uk/schools/business/research>  
LSBU jobs and the London Doctoral Academy LDA: <https://www.lsbu.ac.uk/jobs> and <http://www.lsbu.ac.uk/research>  
For informal enquiries, please email Prof Karin Moser: [moserk@lsbu.ac.uk](mailto:moserk@lsbu.ac.uk)

## Topic 1: Voice in temporary employment relationships

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### What the research project is about:

The current trend of projectification has highlighted project-based organizing through temporary employment as a work mode and project-based organizations as key employers. However, HRM research in these types of organizations is scarce because they practice HRM in a devolved and individualized way in project work groups. Voice, in particular, can bring benefits to such dynamic groupwork environments. Proposals should aim to theorize voice in settings characterized by temporary employment relationships, such as in project-based organizations, by proposing ways to analyze and explain some of the following research questions: How is voice formulated, and through which mechanisms, in organizational settings characterized by temporality in their employment relationships? Which factors act as determinants of voice in these settings, and what role does temporality play in determining voice? How can voice benefit temporary workers and organizations/employers and what are the implications of non-voice (silence)?

**Essential for this PhD topic in addition to the five selection criteria above:** excellent qualitative research methods knowledge (e.g. case study analysis, thematic/content analysis).

## Topic 2: The influence of global/multicultural identity on work and consumer behaviours

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### What the research project is about:

Recent research suggests that people who are frequently exposed to other cultures through work interactions/travels, migration, or bi-cultural families/partnerships/marriages increasingly develop what has been termed a 'global or multicultural identity'. It is thought that global identities exist alongside national, ethnic, regional, cultural and linguistic identities with many different variations on how these identities co-exist. There is some, but still very limited empirical evidence that global identities might influence behaviour and decision making and that they might go along with a different set of values and attitudes than other forms of identity. This proposal suggests to do a comprehensive study of professionals and clients/consumers in different sectors, with different responsibilities and professional and cultural backgrounds and how this may influence their attitudes, values and behaviours. This is of great importance in the digital age and in multicultural societies and companies where interactions with members of different cultural backgrounds have become much more frequent and often represent the norm and where successful intercultural relations with employees as well as collaborators and customers are central to business success.

**Essential for this PhD topic in addition to the five selection criteria above:** excellent quantitative and experimental methods knowledge (e.g. multivariate statistics, web experiments, SEM).

## Topic 3: Trust and information disclosure in online interactions with individual and institutional partners

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### What the research project is about:

This project aims to understand the psychological processes underlying online interactions and specifically, the role that being a member of specific social groups in society may play in establishing trust online and how these in- and out-group processes influence information sharing in online environments (e.g. social media profiles, chat forums, company / government websites and services). There is plenty of mainly survey based research on information disclosure that shows, for instance, that the attractiveness of online profiles tends to invite information sharing. However, this research still cannot explain what exactly lies behind the judgement of 'attractiveness' of both individual and institutional websites and why certain types of online information can instil more trust than others and influence the decision to interact even if there is uncertainty about the reputation/reliability of sources. This research is highly relevant to prevent abuse in fields as diverse as child protection, counter terrorism, online fraud, and personal data protection. It is equally important to understand the positive impact and opportunities of digital media for individuals as well as private and public sector organisations, e.g. to attract clients/customers, provide e-government services and for individuals to use digital media privately as well as professionally and stay safe.

**Essential for this PhD topic in addition to the five selection criteria above:** excellent quantitative and experimental methods knowledge (e.g. multivariate statistics, web experiments, SEM).