

## PhD position in management University of Neuchâtel, Switzerland

We offer a PhD position in management funded by the Swiss National Science Foundation at the University of Neuchâtel starting **1<sup>st</sup> March 2023** or upon agreement.

The candidate will work on the project “Harnessing the potential of data visualization and narratives produced by media and public actors in times of pandemic or health crisis”, which is part of the National Research Program 80 (Covid-19 in Society). This is a multidisciplinary project (consumer behaviour, visual science, information system and journalism studies) focused on understanding how data are produced, narrated, understood and interpreted by the audiences within a pandemic context.

**It is a unique chance to improve our knowledge on how to best communicate data and narratives to the public and avoid or correct the diffusion of “fake news”.**

### Project background

How well the public understands data has a major influence on the successful management of pandemics and other health crises. Data related to Covid-19 has been extremely abundant but not always well understood by citizens, sometimes resulting in confusion and/or resistance to public health measures. As data’s importance in understanding the world and decision making has grown, they have increasingly become subject to distortion and manipulation from their original meaning, therefore propagating erroneous information.

The aim of the project is to contribute to a better understanding of data in the future, which can be achieved by improving data literacy (reception side) and by presenting and explaining data in ways that facilitate its understanding (production side).

The selected PhD candidate will work specifically on information system design (how to present data and the related narratives) and on the understanding of consumer response to the data presented. For this, and in collaboration with the research team, the person will develop the related theoretical framework on consumers’ response and implement randomized controlled experiments in lab and with partners such as news media or state offices to seek ways to reduce misunderstandings and scepticism by testing different data-related narratives and interactive visualizations.

### Activities

- PhD thesis in management, focus on consumer behaviour and information systems under the supervision of Prof. Holzer and Prof. Bezençon
- Contribute to research and other academic activities

## Requirements

- Master's degree, management, information systems, computer science, marketing, psychology, economics or statistics, obtained at the time of the starting date
- Programming skills
- Evidence of an analytical mind and solid quantitative skills
- Demonstrated independence and initiative
- Ability to work in a multicultural environment
- Team player
- Language: excellent command of English (oral and written) and good command of French
- For candidates with non-management background: willingness to expand horizons and invest a new theoretical field (consumer behaviour).

## We offer excellent conditions

- Salary based on Swiss Science National Foundation regulation: CHF 47'040 – CHF 50'040 (corresponds to ~70% position)
- 3 years contract
- Excellent working environment (university, infrastructure, city, sports offering)

## University background

The University of Neuchâtel is a university on a human scale, with about 4'500 students. Its small size enables it to provide high-level training and to foster relationships between students and professors. It is one of the most international universities in Switzerland, with about 100 nationalities present. Ideally located midway between Geneva and Zürich, in the heart of Europe, it is a perfect place to study or undertake high-level research in an idyllic setting between lake and mountains.

## Application procedure and deadline

The application files, containing a CV, a statement of interest, copies of diplomas with grade transcripts, a representative scientific work such as a master's thesis or a research proposal for the PhD thesis, GMAT or GRE scores if available, should be sent by email (subject: PhD PNR) to [sara.wenger@unine.ch](mailto:sara.wenger@unine.ch) copying [valery.bezencon@unine.ch](mailto:valery.bezencon@unine.ch) and [adrian.holzer@unine.ch](mailto:adrian.holzer@unine.ch). Please also mention in your e-mail how you learnt about this position.

Applications will be processed as they come.

We reserve the right not to respond to applications that do not meet the requirements.

The University of Neuchâtel is actively engaged in the implementation of its responsibility and provides non-discriminatory working conditions.