

Medi@LAB-Genève offers

100 % SNF doctoral position on SOCIAL MEDIA and INNOVATION

International collaboration with Luxembourg and Australia, surveys on multinational companies

Doctorate or post doctorate level

Duration: 24 (post-doctoral position) to 36 months (doctoral position), full time

Starting date: at the earliest convenience

Place of work: University of Geneva

Language: French / English : French should be the native language; Fluency in English

Requirements: Masters degree in the field of Management/communication/media (NB other fields are welcome), interest in analysing social media and companies. Knowledge of qualitative and quantitative survey methods, research, statistical data analysis; if possible graph analysis.

Research context: the SMASHing (Social Media and Innovation) project

Social media (SM) has revolutionized the way organizations interact with actors both inside and outside their boundaries. SM makes intensive use of web-based and mobile applications to create interactive platforms where individuals and communities can share, co-create, discuss, and modify user-generated content. SM is an effective way of promoting interactions in which heterogeneous actors operate in different social spheres in order to foster innovation. The SMASHing project proposes to offer answers to the issues related to the effects of SM on organizational innovation capabilities. The contributions of this research will be twofold, i.e. conceptual and managerial. The conceptual contribution lies mainly in the analysis of the impact of SM use on innovation processes. The managerial contribution involves identifying organizational best practices regarding SM use.

Key words: Innovation, Social Media, Social Capital, Management practices, Communication, Social Network Analysis.

Description:

The student will do his PhD or post doctoral project within the SMASHing (Social Media And Innovation) research project, under the direction of Prof. Patrick-Yves Badillo, Director of Medi@Lab, (<http://medialab-geneve.ch/>), in cooperation with Dr Pierre-Jean Barlatier (Centre de Recherche Public Henri Tudor, Luxembourg) with a close scientific relation with Prof Emmanuel Josserand (University of Technology of Sydney, Australia).

We offer:

The opportunity to collaborate and get a doctorate or a post doctorate within an international project (Switzerland, Luxembourg and Australia).

Very good supervision and possibility (in fact the requirement) to publish in high-impact peer-reviewed journals.

An FNS annual salary (about 80000 CHF annual gross salary), in accordance with the applicant's qualifications.

Application should include:

Motivation letter, curriculum vitae, certified grade transcripts from Bachelor and Master's degree, example of scientific text written by the candidate.

PLEASE SEND APPLICATION TO Patrick.Badillo@unige.ch (Medi@LAB-Genève director)