

**Open Position Announcement:**

## **Research and Teaching Assistant / Doctorate in Brand Management**

The Institute of Marketing and Communication Management (IMCA) within the Faculty of Communication Sciences at Università della Svizzera italiana (USI) in Lugano, Switzerland has opened a call for a position as Research and Teaching Assistant in the area of Brand Management.

We offer an opportunity for a keen person to work on managerially relevant research in brand management, to interact with an international network of brand management researchers and to become a credible member of a university community.

The position is fully funded for a minimum of three years. During this period the appointee will undertake her/his doctoral studies (under the supervision of Professor de Chernatony). As part of a research cluster in brand management, the successful candidate will be investigating for their doctorate the processes by which market driving brands are nurtured and thrive (ie those brands which do not follow market conventions, eg Innocent Drinks).

The ideal candidate will have undertaken a training course in brand management and have (or soon expect) a good Masters degree in business studies.

The research and teaching assistant activities will be carried out in Lugano where the candidate should take residence.

Good command of English is expected, working knowledge of Italian or other Swiss languages (German or French) is an advantage.

**Deadline:**

The call is open until position is filled, but envisaged to be appointed as soon as possible.

**Contact:**

Candidates interested in this appointment should send electronically to Professor de Chernatony [dechernatony@btinternet.com](mailto:dechernatony@btinternet.com):

- a letter of application clarifying the candidates motivation,
- CV with 2 references,
- university grade transcripts,
- and a brief research proposal outlining how you envisage the project might progress