

Doctoral Vacancy Announcement form

English translation.

Research Topic Title:		Mixed Reality (MR) and Customer Experiences (CX)
No. of Openings:	2	
Description:	<p>The PhD candidate will focus on exploring Mixed Reality (MR) and its role in enriching Customer Experiences (CX). The aim is to develop innovative MR solutions that can redefine how businesses interact with their customers, enhancing engagement, satisfaction, and value creation across various sectors.</p> <p>The research will investigate the integration of MR technologies in customer experiences, examining how MR can create realistic, interactive, and personalized experiences that merge the physical and digital worlds.</p> <p>Areas of interest include, but are not limited to: MR in retail and the fashion industry, virtual try-ons using smart glasses, interactive advertising and immersive storytelling, gamified customer experiences, and personalized CX based on behavioural and emotional data.</p> <p>Interested candidates are required to submit the following:</p> <ol style="list-style-type: none"> 1. A Detailed CV: including academic background, relevant work experience, and any publications. 2. A research proposal (max 2000 words): outlining your vision for how AR can enrich customer experiences, including potential research questions, proposed methodology, and how the research aims to contribute to the existing body of knowledge. 3. Academic Transcripts and Certificates: To be submitted at a later stage along with letters of recommendation. 	
Funding:	<p>Financial support is contingent upon availability and is not guaranteed. Candidates may explore the following potential avenues within the Cyprus University of Technology:</p> <p>Teaching Assistantships: Positions may be available to support undergraduate instruction, subject to departmental budgets and teaching needs.</p> <p>Externally Funded Projects: Opportunities may exist to join active research teams. Availability depends on current grant cycles and the specific methodology or scalability requirements of the funding body.</p> <p>Research Programs: Candidates may be eligible to integrate into relevant, ongoing programs if alignment with the research objectives is established.</p>	
Required Qualifications:	<ul style="list-style-type: none"> - A Master's degree in Marketing or a related field / or Computer Science (but preferably with an undergraduate degree in Social Sciences or Business Studies) or a related field, with a strong academic record. - Experience in AR technologies, including development 	

platforms (e.g., ARKit, ARCore) and 3D modelling tools, and a proficiency in programming languages relevant to AR development (e.g., C#, Java, Python) **will be considered an advantage.**

- Excellent analytical, research, and communication skills.
- Ability to work independently and as part of a team.

Research Advisor:		
Name/Surname:	YIOULA MELANTHIU	
Position:	ASSISTANT PROFESSOR	
Email:	Yioula.melanthiou@cut.ac.cy	



Doctoral Vacancy Announcement form

Research Topic Title: Identity, Gender and Everyday Consumption: Exploring the Politics of the Ordinary

No. of Openings: 1 (One)

Description:

This doctoral position is aimed at PhD candidates who wish to explore the intersections of identity, gender, and everyday consumption through qualitative and/or interpretive research methods. Consumption is not merely an economic act; it is deeply embedded in how individuals construct, perform, and negotiate their identities in daily life. From the clothes we wear and the food we eat, to the spaces we inhabit and the digital personas we curate, everyday consumption is a site where gender, power, and identity are continuously (re)produced and contested.

The rise of digital culture, social media, and platform economies has further transformed the ways in which identity is expressed and consumed, creating new opportunities and tensions around gender norms, representation, and belonging. This call invites research proposals that aim to critically engage with these dynamics, drawing on theoretical frameworks from consumer culture theory, feminist theory, gender studies, cultural studies, or sociology of consumption.

The research may focus on various topics, including but not limited to the role of material culture in identity construction, gendered practices of dress and self-presentation, the politics of mundane or domestic consumption, digital identity and self-branding, or the consumption experiences of marginalised gender identities. The research may be conducted within the context of Cyprus, internationally, or as a comparative study.

Required Qualifications:

- A **Bachelor's degree** and a **Master's degree** (MSc / MA / MBA) from a recognized university in a **relevant field** within the **Social Sciences, Arts and Humanities, or Gender Studies**.
- **Strong knowledge and skills in research design, data collection, and qualitative data analysis**, as well as familiarity with **qualitative research software**, such as NVivo.
- **High academic performance** and the ability to **conduct doctoral research in English**.

Due to the nature of this research topic, full-time commitment is required. The selected PhD candidate is expected to publish articles in high-impact academic journals in the fields of marketing, service research, gender studies, and business administration and present research findings at academic conferences.

Applications must be submitted electronically and include:

A statement of motivation for pursuing the PhD (500 words in English).

- A research proposal including a concise description of the research topic, research questions, a brief literature review, and a methodology for the proposed research (1000 words,

in English).

- A detailed curriculum vitae.

Funding:

Candidates can receive funding as teaching assistants, apply to competitive internal scholarships, or through participating in funded research projects.

Research Advisor:

Name/Surname: Christiana Tsaousi

Position: Lecturer

Email: christiana.tsaousi@cut.ac.cy



Cyprus
University of
Technology

Studies and
Student Welfare
Services

Doctoral Vacancy Announcement form

Research Topic Title: Consumer Behaviour.

No. of Openings: 1

Description:

Consumers Behavior

Required Qualifications:

Master's degree in Communications and Marketing

Funding:

N/A

Research Advisor:

Name/Surname: Anna Zarkada

Position: Associate Professor

Email: anna.zarkada@cut.ac.cy