



Doctoral Vacancy Announcement form

Research Topic Title: Digital Marketing Communication

No. of Openings: 2

Description:

The PhD candidate will explore the evolving landscape of Digital Marketing Communication (Digital MarCom). The aim is to investigate how digital communication strategies shape, and are shaped by, contemporary technological advancements, ethical considerations, and consumer demands for transparency and sustainability.

The research will critically examine the intersection of digital marketing with emerging trends and challenges, specifically focusing on the following subthemes:

- Digital MarCom & Environmental Sustainability
- Virtual Influencers & Environmental Communication
- Authenticity & Biases in User-, Firm-, and AI-Generated Content

Interested candidates are required to submit the following:

1. Detailed CV: including academic background, relevant work experience, and any publications.
2. A research proposal (max 1000 words): outlining your vision for how Digital MarCom intersects with the specified subthemes, 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.

Required Qualifications:

- A Master's degree in Marketing, Communication, Digital Media, Business Administration, or a closely related field, with a strong academic record.
- Strong understanding of digital marketing theories, consumer behavior, and emerging digital technologies (e.g., AI, virtual environments, social media analytics).
- Experience in quantitative and/or qualitative research methods, data analytics, and digital ethnography will be considered an advantage.
- Excellent analytical, research, and academic writing skills in English.
- Ability to work independently and as part of a team.



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Funding:

Financial support is contingent upon availability and is not guaranteed. Candidates may explore the following potential avenues within the Cyprus University of Technology: Teaching Assistantships, Scholarships, Internally/Externally Funded Projects

Research Advisor:

Name/Surname: Maria Voutsas 

Position: Lecturer in Digital Marketing Communication

Email: maria.voutsas@cut.ac.cy



Doctoral Vacancy Announcement form

Research Topic Title: Mixed Reality (MR) and Customer Experiences (CX)

No. of Openings: 2

Description:

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.

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.

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.

Interested candidates are required to submit the following:

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: Candidates have the opportunity to receive financial support through Teaching Assistant positions, competitive scholarships, or by joining active, externally funded research projects within the Cyprus University of Technology.



Required Qualifications:

- 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 Melanthiou

Position: Assistant Professor

Email: yioula.melanthiou@cut.ac.cy



Doctoral Vacancy Announcement form

Research Topic Title: Behavioral Interventions for improving Decision-Making

No. of Openings: 1

Description:

The department of Communication and Marketing at CUT wants to fill in **one (1) PhD position** in the academic field of Behavioral Interventions. The project aims at exploring interventions (like *Nudges*, see Thaler and Sunstein, 2008; Themistocleous and Karapanos, 2025), and how these affect behaviours in relation to more sustainable alternatives. The PhD candidate will develop an understanding on the psychology of decision-making and on important drivers of everyday behaviours. The area of application will be agreed upon with the project's supervisor. Areas of interest include information disclosure and scam avoidance, money saving habits etc. The candidate will demonstrate a tracked record of quantitative and qualitative skills and will receive support for his/her understanding of the field via specialised modules.

Benefits include coverage of research and conference attendance expenses. The candidate will also have access to specialized PhD-level modules and equipment to further enhance his/her analytical and academic skills.

Funding: Depending on the field of expertise and qualifications, the chosen candidate will be offered with paid teaching opportunities within the department.

Required Qualifications:

- An undergraduate degree in Economics or Marketing or Psychology or a relevant social science field.
- Strong Knowledge of relevant data analysis software (i.e. SPSS, NVivo)
- *Excellent* knowledge of the English Language.
- *Excellent* communication skills.



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- Ability to work independently and as part of a team.

Research Advisor:

Name/Surname: Christos Themistocleous

Position: Assistant Professor

Email: c.themistocleous@cut.ac.cy



Doctoral Vacancy Announcement form

Research Topic Title: Trustworthiness of Agentic AI in Marketing

No. of Openings: 1

Description:

Artificial Intelligence (AI) is increasingly transforming marketing by supporting activities such as customer analytics, personalization, content generation, recommendation, and decision-making. Recent advances in Agentic AI mark a shift from systems that primarily provide predictions or recommendations to systems that can autonomously make decisions and take actions to achieve specific objectives. Such systems can interact with users and digital environments, use external tools, and adapt their actions based on feedback. This shift from supporting decisions to taking autonomous action has the potential to transform how marketing activities are designed, executed, and managed.

The increasing autonomy of AI agents introduces important questions concerning their trustworthiness. An agent may successfully achieve a marketing objective, such as increasing customer engagement, conversions, or revenue, while taking intermediate actions that are undesirable, unreliable, difficult to explain, or difficult to control. Evaluating an agent solely on whether it successfully achieves its objective may therefore be insufficient. Trustworthiness requires consideration not only of the final outcome, but also of the decisions and actions through which that outcome is achieved. Developing methods for evaluating this broader notion of trustworthiness represents an important research challenge.

Trustworthiness of Agentic AI in marketing encompasses several interrelated dimensions, including reliability, transparency, explainability, robustness, controllability, and alignment with intended objectives and constraints. It also raises important questions concerning human oversight and trust. Marketers need to understand when and why an agent takes particular actions, when human intervention may be required, and how much autonomy should be delegated to AI systems. At the same time, consumers increasingly interact with AI-driven systems, raising questions about how autonomous AI behaviour and different forms of transparency affect consumer understanding, trust, and reliance.

Marketing provides a particularly relevant context for studying these challenges because Agentic AI can potentially operate across an entire decision-making process: observing customer behaviour and contextual information, reasoning about alternative strategies, selecting and executing marketing actions, evaluating customer responses, and adapting subsequent decisions.



Trustworthiness must therefore be considered not only at the level of individual predictions or actions, but also in terms of the agent's behaviour and decision-making process over time.

This Ph.D. will investigate the trustworthiness of Agentic AI in marketing, addressing the central research question: How can the trustworthiness of Agentic AI systems in marketing be defined, evaluated, and improved? The research will examine the characteristics that constitute trustworthy agent behaviour and develop frameworks, methods, metrics, benchmarks, and experimental methodologies for evaluating trustworthiness. It will also investigate mechanisms for improving key dimensions such as reliability, robustness, explainability, controllability, alignment, and human oversight. A further objective could be to examine the relationship between the actual trustworthiness of AI agents and the trust placed in them by marketers and consumers, with particular attention to the calibration of human trust and reliance.

Required Qualifications:

Background in Machine Learning, Algorithmic Marketing, eMarketing, and Python programming.

Candidates are not expected to have prior expertise in all of these areas. During the Ph.D., the successful candidate will have the opportunity to develop specialized knowledge in Agentic AI, Trustworthy and Explainable AI, and related research methodologies.

Funding: N/A

Research Advisor: Andreas Gregoriades

Position: Associate Professor of Information Systems and E-commerce

Email: andreas.gregoriades@cut.ac.cy



Doctoral Vacancy Announcement form

Research Topic Title: Explainability in Recommender Systems.

No. of Openings: 1

Description:

In the era of big data, users are confronted with an overwhelming abundance of information, products, and services across digital platforms. Recommender Systems (RS) address this challenge by filtering large volumes of information and providing personalized suggestions based on users' preferences and behaviour. They are now a fundamental component of digital services, including e-commerce, streaming, and social media platforms.

Advances in machine learning and deep learning have significantly improved the predictive capabilities of recommender systems. However, as recommendation models become increasingly complex, understanding why a particular recommendation is generated becomes more difficult. Users may receive recommendations without knowing which preferences, previous interactions, item characteristics, or contextual factors contributed to them. Similarly, developers may have limited insight into the factors driving a model's predictions, making it difficult to identify undesirable behaviour such as bias or reliance on spurious patterns.

Explainability in Recommender Systems aims to address these challenges by making the behaviour and outputs of recommendation models more understandable. However, explaining recommendations presents several open research questions: What information should an explanation contain? Which factors genuinely influenced a recommendation? How can we ensure that an explanation faithfully represents the underlying model rather than simply providing a plausible justification? How should explanation quality be evaluated, and how do different types of explanations affect users' understanding and trust?

These challenges are particularly relevant for modern recommendation architectures, including Sequential Recommender Systems, which model user behaviour as an evolving sequence of interactions. Explaining such models requires understanding which previous interactions influenced a recommendation, how short- and long-term preferences contribute to predictions, and why one item is recommended instead of another.

This Ph.D. will investigate Explainability in Recommender Systems, focusing on methods for understanding, explaining, and evaluating the behaviour of modern recommendation algorithms.



The research will consider both algorithmic and human-centred perspectives, examining whether explanations accurately represent the underlying recommendation process and whether they are understandable and useful to users.

Potential research directions include model-specific and model-agnostic explanation methods; identification of influential user interactions, item attributes, and contextual factors; counterfactual and natural-language explanations; interactive explanation approaches; and evaluation frameworks for properties such as fidelity, comprehensibility, usefulness, robustness, transparency, and user trust. The research may also investigate the use of Large Language Models (LLMs) for generating natural-language explanations and the associated challenges of ensuring that such explanations remain faithful to the underlying recommender system.

The Ph.D. will contribute to the development of methods and evaluation frameworks for making recommender systems more transparent, interpretable, and understandable. E-commerce will provide an important application context for investigating how recommendations are generated, how they can be meaningfully explained, and how explainability can support both users and system developers.

Required Qualifications:

Knowledge of Machine learning, Algorithmic Marketing, eMarketing, Programming in Python.

Candidates are not expected to have prior expertise in all of the above areas. During the Ph.D., the successful candidate will have the opportunity to develop specialized knowledge in Recommender Systems, Explainable Artificial Intelligence, and related research methodologies.

Funding: N/A

Research Advisor: Andreas Gregoriades

Position: Associate Professor of Information Systems and E-commerce

Email: andreas.gregoriades@cut.ac.cy



Doctoral Vacancy Announcement form

Research Topic Title: Consumption, Identity and Popular Culture (open topic, to be developed by the candidate)

No. of Openings:

1 (one)

Description:

Applications are invited for a PhD position focusing on consumer culture. Applicants can propose their own original and creative research topic examining the relationship between consumption, popular culture and media, and the formation of identities. Here, consumption is understood not only as economic activity, but also as a cultural practice through which people produce meaning, perform identities, form communities, and engage with social and political issues.

Proposals may address the following themes, among others:

- Consumption and popular culture: film, television, celebrity, music, fandom and brands as cultural texts;
- How audiences consume, rework and contest commercial media (e.g. memes, participatory practices and fandom).
- Gender, sexuality, the body and dress: fashion and embodiment; makeover and beauty cultures; post-feminist and popular feminist sensibilities; and the ways in which people use dress and consumer goods to negotiate gendered and sexual identities.
- Media, digital platforms and identity: influencer and creator cultures, self-representation on Instagram and TikTok, youth and Generation Z consumption, and algorithmic or platform-shaped consumer experiences.
- Sustainability and imagining beyond consumption: how media, storytelling and online communities promote alternatives such as repair, slow living, thrifting or underconsumption.

The supervisor particularly welcomes projects that are methodologically creative, for example using ethnographic, visual, sensory, mobile (e.g. walking-with) or digital methods; discourse and textual analysis of media; or posthumanist and new materialist approaches to consumption. Interdisciplinary proposals that draw together consumer culture theory, media and cultural studies, and gender studies are also encouraged.

Applicants should submit a research proposal outlining their intended topic, research questions, theoretical framework and methodology. The final topic will be refined with the supervisor during the first year of study.



Required Qualifications:

A Master's degree (or equivalent) in a relevant field such as marketing, consumer research, media and communication, cultural studies, sociology, gender studies or a related discipline in the social sciences or humanities.

- A strong interest in consumer culture, popular culture, media and/or identity, demonstrated through the research proposal.
- Familiarity with qualitative and interpretive research methods; experience with creative, visual or digital methods is an advantage.
- Excellent written and spoken English and the ability to write at an academic level.
- Ability to work independently, curiosity and commitment to publishing and presenting research.
- Knowledge of Greek is desirable but not required.

Funding:

No PhD scholarship available; however, candidates can receive funding as teaching assistants, apply to competitive internal scholarships, or through participating in funded research projects.

Research Advisor:

Name/Surname: Dr Christiana Tsaousi

Position: Lecturer in Consumer Culture, Department of Communication and Marketing

Email: christiana.tsaousi@cut.ac.cy



Doctoral Vacancy Announcement form

Research Topic Title: Ontologies in the Era of Large Language Models: The Case Study of the Museum of the Patriarchate of Alexandria

No. of Openings: 1

Description:

The proposed doctoral research is developed within the framework of the collaboration between the Municipality of Limassol, the Cyprus University of Technology (CUT), and the Patriarchate of Alexandria and All Africa. This collaboration aims to advance the scientific documentation, digital preservation, dissemination, and protection of the rich cultural and historical heritage of the Patriarchate and Hellenism across the African continent. The initiative promotes the development and application of innovative digital technologies, drawing on advanced methodologies in computer science, artificial intelligence, and geoinformatics. Particular emphasis is placed on generating new scientific knowledge, developing reusable digital tools, and ensuring the long-term preservation and accessibility of the Patriarchate's memory.

This doctoral research will investigate the relationship between semantic ontologies and Large Language Models (LLMs) for advanced digital documentation and knowledge management in cultural heritage. The candidate will develop and evaluate methodologies for the automated extraction, organization, and semantic integration of information from historical archives, libraries, museum objects, and collections of the Patriarchate of Alexandria. The research will explore established standards, including CIDOC CRM, and principles such as FAIR (Findable, Accessible, Interoperable, and Reusable) and CARE (Collective Benefit, Authority to Control, Responsibility, Ethics) alongside natural language processing and ontology-guided LLM approaches. Particular attention will be given to information reliability, interpretability, provenance, and scholarly validation. The expected outcome is an intelligent semantic framework supporting knowledge discovery, meaningful connections between heterogeneous cultural resources, and the effective reuse of museum information.

Required Qualifications: MSc in any field of Computer Science or Informatics or Mathematics or similar disciplines

Funding: The proposed doctoral research is developed within the framework of the collaboration between the Municipality of Limassol, the Cyprus University of Technology (CUT), and the Patriarchate of Alexandria and All Africa. This collaboration aims to advance the scientific documentation, digital preservation, dissemination, and protection of the rich cultural and



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historical heritage of the Patriarchate and Hellenism across the African continent. The initiative promotes the development and application of innovative digital technologies, drawing on advanced methodologies in computer science, artificial intelligence, and geoinformatics. Particular emphasis is placed on generating new scientific knowledge, developing reusable digital tools, and ensuring the long-term preservation and accessibility of the Patriarchate's memory.

Research Advisor:

Name/Surname: Nicolas Tsapatsoulis

Position: Professor

Email: nicolas.tsapatsoulis@cut.ac.cy



Doctoral Vacancy Announcement form

Research Topic Title: Spatiotemporal Representation of Knowledge Graphs for Cultural Heritage Memory: The Case Study of the Patriarchate of Alexandria

No. of Openings: 1

Description:

The proposed doctoral research is developed within the framework of the collaboration between the Municipality of Limassol, the Cyprus University of Technology (CUT), and the Patriarchate of Alexandria and All Africa. This collaboration aims to advance the scientific documentation, digital preservation, dissemination, and protection of the rich cultural and historical heritage of the Patriarchate and Hellenism across the African continent. The initiative promotes the development and application of innovative digital technologies, drawing on advanced methodologies in computer science, artificial intelligence, and geoinformatics. Particular emphasis is placed on generating new scientific knowledge, developing reusable digital tools, and ensuring the long-term preservation and accessibility of the Patriarchate's memory.

This doctoral research will focus on developing innovative methodologies for the spatiotemporal representation of historical and cultural memory through Knowledge Graphs. The candidate will investigate approaches for integrating historical events, people, geographical locations, museum objects, and archival records through their spatial and temporal relationships. The research will combine semantic web technologies, spatiotemporal databases, and Geographic Information Systems (GIS), incorporating standards such as GeoSPARQL and OWL-Time. Particular attention will be given to representing historical changes, temporal relationships, and uncertainties associated with historical sources. The expected outcome is a dynamic spatiotemporal knowledge framework enabling advanced analysis, visualization, and interactive exploration of the historical evolution of the Patriarchate of Alexandria and Hellenic communities across Africa.

Required Qualifications: MSc in any field of Computer Science or Informatics or Mathematics or similar disciplines

Funding: The proposed doctoral research is developed within the framework of the collaboration between the Municipality of Limassol, the Cyprus University of Technology (CUT), and the Patriarchate of Alexandria and All Africa. This collaboration aims to advance the scientific



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documentation, digital preservation, dissemination, and protection of the rich cultural and historical heritage of the Patriarchate and Hellenism across the African continent. The initiative promotes the development and application of innovative digital technologies, drawing on advanced methodologies in computer science, artificial intelligence, and geoinformatics. Particular emphasis is placed on generating new scientific knowledge, developing reusable digital tools, and ensuring the long-term preservation and accessibility of the Patriarchate's memory.

Research Advisor:

Name/Surname: Nicolas Tsapatsoulis

Position: Professor

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