Durham
University

Durham University Business School & the Institute of Advanced Research Computing

New opportunity for:

Research Associate
Behaviour Analyst

Grade 7 - This is a **one-year fixed term** appointment
Location: Durham
Reports to: Dr Sarah Xiao, Durham University Business School
Starting Date: ASAP

JOB DESCRIPTION

Applications are invited for a Research Associate to work on an Innovate UK funded project (Project SWITCH). The Project combines research from the Institute of Advanced Research Computing (iARC) and Durham University Business School (DUBS) and is done in collaboration with our industrial partners IBM, P&G and TNS.

The aim of project SWITCH is to understand and model the human factors that affect consumer form conversion behaviour. The study will therefore focus on integrating multiple sources and types of data to develop novel data analysis technologies, methodologies and predictive tools.

This is an opportunity for an exceptional researcher to join this exciting and innovative project and contibute to the development and modelling of consumer product form conversion behaviour patterns in order to predict the acceptablilty of new product forms in the market place. The sucessful applicant should have a PhD in Behavioural Economics, or Marketing or a related discipline with Experience in behaviour analysis and behavioural change studies.

The project will fund an additional Research Associate to work on the Computer/Data Science aspects of the project. It is expected that the two Research Associates will work collaboratively to achieve the project outputs in an interdisciplinary setting and in close collaboration with the project's industrial partners.

ROLE AND RESPONSIBILITIES

1. To undertake the ethnographic and qualitative components for the project.
2. To undertake the analysis and interpretation of complex behavioural datasets from User Panels, Focus Groups and other unstructured and structured data sources.
3. To develop models of consumer behaviour patterns in order to predict the acceptability of new product forms in the market place.

4. To contribute to the development and/or selection of research methods, techniques, approaches and models as required by Project SWITCH.
5. To undertake independent and collaborative inter-disciplinary research in accordance with the project's objectives.
6. To organise meetings, seminars and research/industry workshops.
7. To publish research papers in high impact international journals and present outputs at appropriate conferences.
8. To complete assigned tasks within agreed work schedules to ensure that outcomes are delivered in a timely manner in accordance with the project's objectives and deadlines.
9. To proactively initiate and help set up new collaborations and projects.
10. To assist with student project supervision and other teaching activities.
11. To contribute to DUBS and iARC's activities in accordance to their mission.

ESSENTIAL

1. A PhD in Behavioural Economics, Marketing, Psychology or a related discipline
2. Experience in the area of behaviour analysis and behavioural change studies.
3. Experience in advanced statistical analysis techniques, e.g., Bayesian analysis.
4. Evidence of experimental design skills.
5. Experience in applying business models to the real world.
6. Evidence of quality research and development in quantitative consumer behaviour, marketing or business research.
7. Demonstrable experience in inter-disciplinary research.
8. An understanding and Experience in research methods and processes.
9. Outstanding academic achievement evidenced by high-quality publications
10. Outstanding problem-solving skills.
11. Ability to work effectively and efficiently as a team member as well as independently to meet deadlines under pressure.
12. Excellent written and oral communication skills and inter-personal skills.
13. Ability to travel independently within the UK and abroad.

DESIRABLE

1. Experience in contributing to collaborative research projects.
2. Evidence of collaboration with industry.
3. Computer programming skills.
4. Knowledge of IBM SPSS.

Informal enquiries can be made to Dr Sarah Xiao, Senior Lecturer, Durham University Business School email: hong.xiao@durham.ac.uk

ADDITIONAL DETAILS

Durham University

Durham University is a public research university in Durham, England. It was founded by Act of Parliament in 1832 and granted a Royal Charter in 1837. It was one

of the first universities to open in England for more than 600 years and has a claim towards being the third oldest university in England. Durham is a collegiate university, with its main functions divided between the academic departments of the university and 16 colleges.

The University is a member of the Russell Group, the "ivy league" of UK universities and it is currently ranked between 4th and 5th places by the latest league tables of the UK universities. The university is affiliated with several university groups including the N8 Research Partnership, the Matariki Network of Universities and the Faith and Globalisation Network of Universities.

The City of Durham has been a leading centre of scholarship for over 1000 years. In Durham, the University has a unique estate, which includes 63 listed buildings, ranging from the 11th-century Castle to a 1930s Art Deco Chapel. The University also owns and manages the World Heritage Site in partnership with Durham Cathedral. The University's ownership of the UNESCO World Heritage Site includes Durham Castle (which is a residence for students who are members of University College), Palace Green, and the surrounding buildings including the historic Cosin's library. At the same time, Durham's cosmopolitan Queen's Campus in Stockton is at the leading edge of Teesside's transition from an industrial to a knowledge economy. For more information about the University and the region visit: http://www.dur.ac.uk/

Durham University Business School

Progressive, dynamic and vibrant with a global reputation, Durham University Business School is known for multi-disciplinary academic excellence, internationally-rated research and superb student support services. One of an elite group of schools worldwide, we carry all three internationally-recognised quality kitemarks – Association to Advance Collegiate Schools of Business (AACSB), Association of MBAs (AMBA) and European Quality Improvement System (EQUIS). For more information please visit: https://www.dur.ac.uk/business/

The Institute of Advanced Research Computing (iARC)

iARC is one of the nine interdisciplinary Research Institutes at Durham University. IARC's vision is to be a world leading research institute in supporting interdisciplinary research in Data-centric and large sale computing underpinning Durham's goal to be world leader in Data-intensive Scientific Discovery. iARC's mission is to provide Durham University a focal point for interdisciplinary research in the areas of big data, data-driven simulation and large scale computing. Through its commitment to research excellence, iARC's goal is to leverage on synergies and act as a catalyst setting up and coordinating transformative research collaborations contributing to the growth of the economy and society. For more information please visit: https://www.dur.ac.uk/iarc/