



European Research Council  
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# **Two PhD Positions in the ERC Project “Misfires and Market Innovation: Toward a Collaborative Turn in Organising Markets”**

**University College Dublin, Ireland**

## **About the role**

Applications are sought from candidates interested in pursuing a PhD in Market Studies. Candidates will be based on the main University College Dublin campus, Belfield, and will be registered for the doctoral programme within UCD's College of Business. The programme of research in which the PhD candidate will engage will form part of the European Research Council (ERC) Consolidator project 'MISFIRES'.

## **About MISFIRES**

The project refocuses the issues of market failures and market design from economic principles of supply and demand towards collaboration and participation. It will take a sociological angle to investigate problems and concerns in biomedical markets, such as overpricing, limited access to medicines and data privacy issues. The project will first ask how market failures in biomedical markets are diagnosed and voiced, and secondly how government bodies, medical and pharmaceutical industries, patient groups and other actors can work together to address these misfires. The overall objective of the project is to guide new academic and policy thinking by establishing what research can do to make markets more inclusive and to open them up to the concerns of those who are let down by them. It will leverage ethnographic field methods, archival research, digital methodologies and participatory research in a multiple case design. ERC Consolidator grants are awarded under the 'excellent science pillar' of Horizon 2020, the European Union's research and innovation programme.

## **About the Project**

The two successful candidates will engage in an in-depth case exploration of a healthcare market problem and develop a conceptual and empirical approach to understanding this problem. They will liaise with the other team members in cross-disciplinary theoretical development and cross-case comparison. Markets to be investigated range from HIV and Hepatitis C medicines to consumer genomics and others. The successful candidate will have latitude to define and shape their own PhD work within the overall remit of the project.

## **About University College Dublin and UCD Smurfit School of Business:**

University College Dublin is one of Europe's leading research-intensive universities. It is Ireland's largest and most diverse university with over 30,000 students, drawn from approximately 124 countries. It actively promotes university life as a journey of intellectual and personal discovery through its highly innovative and flexible UCD Horizons undergraduate curriculum and is the most popular destination for Irish school-leavers. UCD is Ireland's leader in graduate education with over 8,000 graduate students, with almost a quarter being graduate research students. It is home to

over 6,000 international students and delivers degrees to over 5,000 students on overseas campuses.

UCD College of Business is Ireland's leading business school and research centre. One of the keystones of the School's reputation as one of the world's leading business schools is the quality and expertise of our faculty and their research. We are the only business school in Ireland to hold the triple crown of accreditation from AACSB (US), EQUIS (Europe) and AMBA (UK). We are also the only Irish member of CEMS and GNAM, global alliances of leading business schools and multinational companies. Our core values of the School are excellence in research and teaching, collegiality within the university, and willingness to change and encourage diversity. The School is committed to continuous improvement and increasing aspirations in regard to teaching and knowledge creation and dissemination. Collaboration with stakeholders in and outside the University is a central aspect of our strategy in enhancing our international reputation and reach.

### **Eligibility Criteria:**

- First Class Honours Master's Degree in a discipline relevant to the project: STS, sociology, social justice, business, marketing, economics, IP Law.
- Prior experience in carrying out a major academic research project.
- Excellent first-hand knowledge of qualitative research methods and a very good grasp of quantitative research methods. Preference is given to candidates with a profound knowledge of digital research methods (quantitative or qualitative).
- A willingness to be part of a multidisciplinary research team.
- Keen interest in the healthcare sector and / or social justice issues.
- Applicants must provide evidence of equivalent competence in English language by achieving the minimum standard in a recognised English language test, as outlined at the following link: <https://myucd.ucd.ie/admissions/english-language-requirement.ezc>

### **Stipend:**

The PhD will be paid a stipend of €18,000 per annum and receive full fees remission for a maximum duration of four years.

### **Application Process:**

To apply please send the following documents to [irene.ward@ucd.ie](mailto:irene.ward@ucd.ie):

- Cover letter confirming your eligibility for this position
- CV including grade point averages of past education and GMAT (where available)
- A statement (2 pages max.) on how your interests and expertise align with this project
- An example of your written academic work.

**Application deadline is May 25 2018.**

Interviews will be held in late June. The successful candidate will ideally start in one of the following PhD intakes: September 2018 or January 2019.

Informal enquiries about these positions may be made to:

**Prof Susi Geiger**, Professor of Marketing & Market Studies  
UCD College of Business, Belfield, Dublin 4.  
[Susi.geiger@ucd.ie](mailto:Susi.geiger@ucd.ie)