ALFRED DEAKIN
POSTDOCTORAL
RESEARCH
FELLOWSHIP

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APPLICATIONS CLOSE ON MONDAY 15 MAY 2017
deakin.edu.au/business
Deakin University is ranked in the top 2% of universities worldwide across the three major international university ranking* and in the top 50 universities under 50. Last year alone, Deakin secured over $43 million in research income and produced more than 1700 research publications. Not surprisingly, Deakin has a 5-star QS rating, highlighting the quality of both our research and teaching.

Deakin is one of the largest universities in Australia, with over 52 000 course enrolments and more than 3700 staff. Despite this size, Deakin has a proud reputation for teaching. For the past six years, Deakin has been ranked no. 1 in Victoria for student satisfaction, attesting to the value that the university places on delivering value to students.

Deakin also received the Premier’s Award for International Education Provider of the Year at the Victorian International Education Awards, along with two additional awards: Excellence in Education (University) and Excellence in International Education (Student Employability and Careers). And in a world first, Deakin is using IBM Watson, a cognitive computing platform, as an online student engagement adviser.

Deakin’s commitment to innovation is not just restricted to the classroom. Deakin is also home to Carbon Nexus, a world-leading research centre in the manufacture and use of carbon fibre. Deakin has established research centres in collaboration with leading international business and intergovernmental organisations, including IBM and the World Health Organisation.

Deakin’s strategy for defining and distinguishing Deakin through to the end of 2020. Deakin aims to harness the power, opportunity and reach of the digital world in all that it does.

It aspires to be Australia’s premier university in driving the digital frontier – to enable globally connected education for the jobs of the future, and research that makes a difference to the communities we serve.

Deakin has a long tradition of innovation in learning and examples of Deakin’s success in the current landscape of digital change include:

- DeakinSync, an innovative communication and collaboration platform for students and staff.
- World-first partnership with cognitive computer IBM Watson to provide students with personalised advice 24/7 365 days a year on multiple devices.
- Technology rich, flexible and stylish learning spaces across all Deakin campuses.
- Awarded the Oceania Regional Prize in the QS Wharton Stars Reimagine Education global awards for innovative higher education pedagogies enhancing learning and employability.

* Shanghai Jiao Tong Academic Ranking of World Universities (ARWU), Times Higher Education and QS World University Rankings
Deakin’s Faculty of Business and Law places great emphasis on its international activities and links with industry, community, government and the professions. The Faculty offers its programs in ‘the cloud’ and at three campuses (the Melbourne Burwood Campus, Geelong Waterfront Campus and the Warrnambool Campus).

The Faculty consists of two schools

- **Deakin Business School**, comprising the departments of:
  - Accounting
  - Economics
  - Finance
  - Information Systems and Business Analytics
  - Management, and
  - Marketing
- **Deakin Law School**

The Faculty Executive includes the Executive Dean, the Dean of Deakin Law School, six Associate Deans, six Deakin Business School Heads of Department, the Faculty General Manager and senior professional staff. Collectively this leadership team establishes and delivers on the Faculty’s strategic mission and vision.

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**OUR MISSION AND VISION**

Our mission is to prepare graduates for careers of the future by harnessing emerging technologies to facilitate borderless, personalised education, and by conducting research that informs our practice and impacts the communities we serve.

Our undergraduate, graduate and doctoral degrees are informed by scholarship and are relevant to both national and global contemporary issues. Flexible learning strategies provide a distinctive student experience. The Faculty’s teaching aims to be innovative utilising face-to-face teaching and on-line technologies to ensure a high level of flexibility for the diverse learning needs of our students.

Our academic staff are engaged in both pure and applied research across the business and law disciplines and are focused on issues which are of relevance to government, business and community organisations. To this end, we actively seek partnerships with these organisations, other like-minded universities and alumni.

Our students come from diverse backgrounds and we value this diversity. Graduates are confident and competent in the use of on-line technology and are ready to make a significant contribution to the organisations they serve. They are highly valued by employers for both their knowledge and their graduate attributes.

The Faculty is committed to extending the boundaries of business and legal education. It achieves this through close relationships with professional associations, other education providers and universities, business, employers and government across Australia and internationally.
Business research with a difference

DBS produces research that is rigorous, as judged by peer-review; relevant to critical issues faced by business, government and society; and capable of informing and enriching teaching, course design, and content. These aims are reflected in the DBS research concentrations, which include:

- Corporate social responsibility, with discipline strengths in corporate governance, auditing, business ethics, and social marketing.
- Employee health and wellbeing, with discipline strengths in leadership, workplace integration, and health promotion.
- Business analytics, with discipline strengths in customer analytics.
- Economics and finance, with discipline strengths in economic theory, economic policy, financial econometrics, banking, and superannuation.
- Business education, with discipline strengths in accounting education, management education, and marketing education.
- Governance and accountability with discipline strengths in auditing and corporate governance.

The expertise of our world-class researchers covers a vast array of concentrations and underpins the establishment of five key, inter-disciplinary research centres:

1. China Business and Economics Research Centre (C-BERC): Building on our existing international partnerships, C-BERC is a focal point for research on China and seeks to strengthen connections with universities across China.

2. Centre for Employee and Consumer Wellbeing: The Centre undertakes research, project-based consultancies, advisory services and research training within two streams: employee health and consumer wellbeing. In both cases, the centre links business activities with health outcomes for businesses and individuals.

3. Centre for Sustainable and Responsible Organisations (CSaRO): CSaRO works with organisations and stakeholders in designing and appraising community engagement and employee volunteering initiatives, supporting the development of social enterprises, measuring the social impact of business, supporting social innovation and social enterprise, and fostering sustainable business practices.

4. Centre for Financial Econometrics: The Centre develops new methods for analysing and testing financial economics hypotheses and makes contributions to public policy through industry engagement.

5. The IPA-Deakin SME Research Centre: The Centre’s scope of activities includes providing briefings, policy papers and academic research for small and medium enterprises (SMEs) and not-for-profit enterprises (NFP). It focuses on areas such as, but not limited to, sustainability, governance, small business regulation, self-managed superannuation funds and financial services.

6. Deakin Lab for the Meta-Analysis of Research (DeLMAR): The aim of DeLMAR is to bring together scholars across Deakin involved with meta-analysis and research synthesis. A unifying focus of the lab’s work is the development and application of methods that are shared across research problems in the social and natural sciences. A second unifying focus is an emphasis on producing evidence-based knowledge that can inform policy across disciplinary boundaries.

Reflecting a suite of wide-ranging specialities, these centres promote new-generation research networks that deliver real-world results to our stakeholder communities. This means that business, not-for-profit, government and professional sectors have access to relevant, world-class research as they tackle some of the issues in a complex, rapidly-changing world.

In addition to the five inter-disciplinary research centres within the school, DBS is also part of a cross-faculty, university-level strategic research centres (SRCs):

- Centre for Sport Research: The Centre aims to use and promote sport and exercise as a vehicle to create healthy communities and build governance and management capacity to support participation and involvement in sport. ‘Healthy sport, healthy organisations, healthy community’ describes both the Centre’s focus and goal.

On a national level, DBS is a member of two federally funded collaborative research centres (CRCs):

- Bushfire and Natural Hazards CRC: This research collaboration between DBS and University of Melbourne serves the Attorney General’s Department, the Metropolitan Fire Brigade, the NSW Rural Fire Service and the South Australian Rural Fire Service.

- Data to Decisions CRC: This Centre has five university and 11 industry partners (including SAS, PwC, Genix and BAE Systems) and its government partners include the Australian Federal Police, the Attorney General’s Department and the Department of Defence.
Deakin Business School (DBS) comprises six academic departments focusing on a comprehensive range of business and economic disciplines: accounting, economics, finance, information systems and business analytics, management, and marketing.

We are also particularly proud of our four distinctive and distinguished sub-disciplines: arts and cultural management, financial planning, property and real estate and sport management. DBS prepares graduates for careers of the future. We harness emerging technologies to facilitate innovative, borderless, and personalised education. Our research informs our practice and impacts the communities with whom we engage.

The Deakin MBA and Bachelor of Commerce are internationally recognised and EPAS accredited by the European Foundation for Management Development. EPAS is an international quality benchmark for business programs worldwide. In addition, the Deakin MBA is rated 5-stars by QS for program strength, delivering an “attractive and recognised program with a very high graduate rate”.

In April 2016 Deakin Business School received AACSB accreditation. AACSB International accreditation represents the highest standard of achievement for business schools, worldwide. Institutions that earn accreditation confirm their commitment to quality and continuous improvement through a rigorous and comprehensive peer review. AACSB International accreditation is the hallmark of excellence in management education.

DEPARTMENT OF MARKETING

Deakin Business School’s Department of Marketing comprises 22 faculty. Department members have published in leading journals in the discipline, including the Journal of Marketing, the Journal of Consumer Research, the Journal of Academy Marketing Science, the Journal of Retailing, International Journal of Research in Marketing and the Journal of Service Research. In terms of citations, the h-index for Deakin’s Department of Marketing is the 3rd highest in Australia.

The Department has a strong record of securing Category 1 nationally-competitive research funding, including ARC Discovery, ARC Linkage, Australian Council, and OLT grants, and has also been highly successful in receiving industry-based research funding.

The Department’s research interests include transformative consumer research and social marketing, services marketing, and marketing strategy, and capacity is currently being built in the area of customer analytics.

The Department has also developed a range of innovative teaching initiatives at both graduate and undergraduate level that have resulted in national and institutional awards for teaching.

The Department has made major contributions to public policy in areas as diverse as blood donation, the arts and consumer protection and to industry in areas related to regional business, and to the market research industry.
ALFRED DEAKIN POSTDOCTORAL RESEARCH FELLOWSHIP IN MARKETING

As part of the Deakin University Alfred Deakin Postdoctoral Research Fellowship Scheme, the Department of Marketing in the Deakin Business School is looking for a candidate to put forward for the fellowship.

The candidate will have a strong background and good training in marketing, and a great interest in developing empirical models, as well as designing and implementing experiments in areas of transformative marketing, service marketing and/or consumer behaviour.

The candidate should have a PhD degree in marketing or other related field. The candidate must have an excellent research record and the ability to effectively communicate and collaborate with others.

At present we are seeking an expression of interest (EOI). Those successful at the EOI stage will be invited to submit a full application which will be assessed by panels at the Faculty level to determine a final ranked list of candidates.

Consideration and decisions will be made by the University Research Advisory Committee Assessment Sub-Committee.

LEVEL AND PERIOD OF FUNDING

The Fellowship provides 2 years of salary support at Level A Step 6 in Year 1 (AU$80,490 \textit{per annum}) and Level A Step 7 in Year 2 (AU$83,396 \textit{per annum})\(^1\). Successful Fellows also receive a one-off research support grant of AU$10,000 which must be used for direct research costs such as lab consumables, computer equipment and domestic or overseas travel. (All costs must relate specifically to the research project).

Fellowships are offered on a full-time basis and Fellows must be physically based at the University for the duration of the Fellowship. This is a mandatory requirement and is non-negotiable as are all other terms and conditions.

\(^1\) Based on Deakin University Enterprise Agreement rates current at time of drafting (11 April 2017)
ASSESSMENT CRITERIA

1. Candidate – 40%
   a) Excellence in terms of track record relative to opportunity, including:
      i. The number, quality and influence of publications and their authorship contributions
      ii. The number of grants held and the significance of their investigator role in current or previously funded grants, fellowships, prizes and awards
      iii. The number and type of speaking invitations at national or international conferences
      iv. Research impact, including community engagement, developing intellectual property, research commercialisation and/or contributions to policy or practice.
      v. Their exposure to and experience in undergraduate and/or HDR student supervision
      vi. Their contribution to and participation in peer review for grant schemes and/or journal publications
      vii. Capacity to undertake the proposed research
      viii. Other evidence of emerging leadership

2. Project Quality, Feasibility & Benefit – 50%
   a) The excellence and significance of the project including:
      i. The research addresses an important and significant problem
      ii. The potential exists to produce important or translational outcomes
   b) The feasibility of the proposal including:
      i. The conceptual/theoretical framework is innovative and original
      ii. The aims, concepts, methods and results are likely to advance knowledge
      iii. The Project’s design and the candidate’s experience create confidence in the timely and successful completion of the Project
   c) The potential benefit of the project including:
      i. The project will produce significant new knowledge and/or innovative economic, commercial, environmental, social and/or cultural benefit
      ii. The project has the potential to lead to further groundbreaking initiatives

3. Alignment & Research Environment - 10%
   a) The candidate’s potential to contribute to and develop areas of research strength including:
      i. The candidate demonstrates: how they envisage working within the research environment; how their research project fits and how it will add to the research being undertaken in that area; how their project will contribute to the objectives of the area and; who they aim to collaborate with in the area
   b) The alignment of the proposed research with existing activity (assessment based on the case made by the host Faculty/Institute or SRC) including:
      i. There exists a supportive and high quality research environment for the candidate and their project
      ii. The necessary facilities exist to ensure the successful conduct of the project
      iii. The host area provides
HOW TO APPLY

ELIGIBILITY

Applications are open to both Deakin University and external applicants subject to the criteria listed below.

PhD Award Date

Applicants must have been awarded a PhD on or after 1 January 2014 or, commensurate with a period of significant career interruption, on or after 1 January 2012. Applicants with a PhD award date prior to 01 January 2012 are ineligible to apply regardless of any career interruptions.

Applicants must hold a Doctorate of Philosophy in a relevant field of research or must have submitted their thesis by the Full Application closing date (refer to the Key Dates section). In the latter case, formal evidence of PhD submission (eg. confirmation of submission on University letterhead) must be provided as an attachment to the Full Application.

Applicants should carefully note point 4 of the Conditions of the Award pertaining to the offer of a Fellowship as all Fellowship offers are contingent on the applicant providing evidence of having qualified for the award of a PhD by 31 December 2017.

Career Interruptions

Career interruption can include maternity leave, parental leave, carer’s responsibility, illness, unemployment or non-research employment not concurrent with research employment and must be for periods of 1 month or greater.

Applicants must document any career interruptions relevant to their eligibility in the table provided in the Expression of Interest form. If invited to submit a Full Application, applicants will need to provide documentary evidence in English or an authorised English translation of such documents to substantiate claimed career interruptions.

Examples & Notes re Career Interruptions:

1. An applicant awarded a PhD on 1 January 2013 can demonstrate they were on parental leave for 12 months is eligible.
2. An applicant awarded a PhD on 01 January 2013 can demonstrate a career interruption of 6 months is ineligible.
3. To demonstrate non-research employment, applicants must be able to provide evidence that the role involved no element of research and that they did not have an opportunity to undertake research e.g. a position description or employment contract. Any role which involves a component of research will not be considered a career interruption.

Citizenship

Applicants can be Australian or non-Australian citizens. The appointment of Fellows who do not hold Australian citizenship or permanent residency status will be subject to Deakin University receiving sponsorship for residence approval from the Australian Department of Immigration and Border Protection and the recipient being granted an appropriate visa. (Refer also “Conditions of Award” point 6). Some applicants may be affected by Australia’s Autonomous Sanctions requirements. (Refer to “Conditions of Award” point 7)

Existing or Past Alfred Deakin Postdoctoral Research Fellows

A past or present Alfred Deakin Postdoctoral Research Fellow cannot hold a second or subsequent Alfred Deakin Postdoctoral Research Fellowship. There is no provision within this scheme for the extension of existing Alfred Deakin Postdoctoral Research Fellowships.

Other Deakin Employees

Applicants currently employed at Deakin University (other than existing or past Alfred Deakin Postdoctoral Research Fellows) are eligible to apply if they meet all other eligibility requirements. Deakin University applicants with any outstanding reports to any funding body or for any internal schemes are ineligible to apply.

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Overlap with other Fellowship Schemes

1) Those applying for a 2018 Alfred Deakin Postdoctoral Research Fellowship who have requested fellowship support from other sources for funding may submit the same project to the Alfred Deakin Postdoctoral Research Fellowship scheme, provided full disclosure is made under Part B (Research Support) in the full application form. Applicants for the 2018 Alfred Deakin Postdoctoral Research Fellowship who are awarded alternate fellowship support must notify Deakin University within one week of notification of the other award and advise whether they wish to withdraw the Alfred Deakin Postdoctoral Research Fellowship.

2) Those who are offered a 2018 Alfred Deakin Postdoctoral Research Fellowship but who have not yet accepted and/or commenced the Fellowship who are awarded alternate fellowship support from an alternate funding body must notify Deakin University within one week of notification of the other award of their intent to either relinquish or take up the Alfred Deakin Postdoctoral Research Fellowship offer. If these candidates decide to take up the alternate fellowship, Deakin University will withdraw the Alfred Deakin Postdoctoral Research Fellowship offer.

3) Alfred Deakin Postdoctoral Research Fellowship recipients who apply for and receive fellowship funding from an alternate source must comply with points 15, 16 and 17 listed under “Conditions of Award”

Please send a letter expressing your interest along with your CV to Professor John Hall <hodmrkting@deakin.edu.au>, Head of Department of Marketing by COB 15 May.
MELBOURNE: A MOST LIVEABLE CITY

Melbourne has the enviable reputation of being recognised as one of the most liveable cities in the world, having been crowned ‘the most liveable city in the world’ by the Economist for six years in a row.

Melbourne is Australia’s cultural capital – from multicultural cuisines to buskers filling the streets with their music, chalk art and more. Melbourne, and its surrounding areas, are home to striking public spaces, state-of-the-art museums, unique wildlife, heritage sites and natural wonders. Spend some time in the city centre and you’ll discover it’s neatly divided into little pockets for you to explore. Find art, bars and restaurants up and down in the laneways, retail therapy for any budget in Bourke and Collins streets, and creative outlets on show in Flinders Quarter. St Kilda Road means galleries and gardens, while neighbouring Yarra Precinct and Docklands deliver waterside views by the boatload. Just a tram ride away, the eclectic neighbourhoods on the city fringe offer endless possibilities. Take your beach towel to bayside St Kilda, Port Melbourne and South Melbourne, and go west for more fabulous food and beaches.

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