



Marie Skłodowska-Curie
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DCU Business School
Dublin City University

DCU Business School is looking to host an experienced researcher via funding through Marie Skłodowska-Curie Postdoctoral Fellowships. In order to secure funding, the experienced researcher must develop a proposal with the host for the September 14th, 2022 deadline.

Organisation Description

Dublin City University (DCU) is a research-intensive, globally engaged, dynamic institution that is distinguished by both the quality and its commitment to the translation of knowledge into societal and economic benefits. DCU was ranked as first in Ireland for Research Citation Impact (the highest Field Weighted Citation Index - FWCI) in the Subject Area: Business and Economics in the World University Subject Rankings (2021 and 2022). DCU Business School has developed an excellent research reputation characterised by its industry relevance and a strong international impact. The School is accredited by AACSB, AMBA and has been awarded the Small Business Charter from the Chartered Association of Business School.

Dr Yuhui Gao is Associate Professor of Marketing in the Entrepreneur and Innovation Group at DCU Business School. Her main research interests are marketing performance management (marketing metrics) and business leaders' personal values and their impact on marketing strategy. She has rich consulting experience with multinational companies as well as SMEs. She has mentored and co-ordinated over ten international post-doctoral researchers and visiting scholars, including a Fulbright scholar, leading to numerous research collaborations and joint publications. She has published widely in international peer-reviewed journals including *European Journal of Marketing*, *International Journal of Contemporary Hospitality Management*, *Journal of Small Business & Entrepreneurship*, *Journal of Business Ethics*, *Industrial Marketing Management*, *International Business Review* and among others. She is a recipient of the Irish Research Council Research Ally Prizes 2021. She has been nominated for the President's Awards for Engagement 2022.

MSCA Fellows are fully supported by DCU support services such as Human Resources, Finance Office, Information Systems Services, DCU Library and Office of International Strategic Research Partnerships. DCU offers structured training programmes for postdoctoral researchers through the DCU Researcher Development Programme, Research Career Framework and DCU Learning and Development Unit.

Project idea and researcher opportunities

Research Field: *The Role of Business Leaders in Embracing Marketing Agility*

Marketing practitioners and scholars have recognised the need for marketing to be “agile”. In fact, marketing agility is considered as a key ingredient for achieving marketing excellence and has been ranked as one of Marketing Science Institute top tier research priorities for 2020-2022. How firms might apply marketing agility to cope with fast-moving environments? What role do business leaders play in enabling or inhibiting marketing agility? How to build firms' marketing agility? What



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are the main challenges? These pressing issues have not been addressed in the SME sector. The objective of this project is to specifically examine the role of business leaders in driving firms' marketing agility by studying SMEs operating in some European countries.

Researcher Requirements

- The researcher must fulfil the MSCA-PF mobility¹ and should not be more than 8 years post PhD at the deadline of the call.
- Applicants should have a PhD in a relevant area of business and demonstrate a promising track record of early research achievements.
- Experienced with both qualitative and quantitative research methods.

Application procedure

Please describe what documents (e.g. CV, letter of motivation) the applicant should send you

1. A short CV
2. A one-page research proposal
3. A short statement with indication of why DCU and DCU Business School would be the best host institution for your research project

Contact information

If you are interested in applying for a MSCA-PF with DCU Business School please email Dr Yuhui Gao (yuhui.gao@dcu.ie) and Dr Sumona Mukherjee (sumona.mukherjee@dcu) as early as possible.

¹ **Recruited researchers must comply with the following mobility rule:** they must not have resided or carried out their main activity (work, studies, etc.) in the country of the beneficiary (for European Postdoctoral Fellowships), or the host organisation for the outgoing phase (for Global Postdoctoral Fellowships) for more than 12 months in the 36 months immediately before the call deadline (<https://bit.ly/39QTUQg>). Furthermore, regarding Global Fellowships, applicants must be nationals, or long-term residents, of an EU Member State or Associated Country. (Long-term residents definition: a period of at least 5 consecutive years spent in an EU Member State or Associated Country, prior to the 14th September 2022).