PhD Goal: Digital retail leads to the generation of an enormous amount of consumer interaction data that offers insights into consumer behavior patterns, needs and influence of gender on customer experience. The objective of this project is to investigate procedures and architectures appropriate for the analysis of large amount of consumer interaction data. The knowledge gained in this research project will be a set of guidelines and architectures describing how to use consumer interaction data in digital retail business and operations.

Supervisor:  This position is available with Mag. Daniel Prieler, who is responsible at RLB for introducing new payment technologies and systems to the product and service portfolio of the banking group. He is at Raiffeisen currently leading the introduction of new mobile payment solutions to the Austrian market. He has significant expertise in mobile and banking technologies.

Host Insititution:  RLB is Austria’s leading regional bank. It has a strong customer focus and is a secure and reliable partner for private, corporate and institutional customers. Customers are supported with targeted and customised financial and business services. Since RLB as non-academic beneficiary does not provide PhD programs academic supervision for the PhD will be held at Dublin City University.

Contract Details: The successful applicants will receive an attractive salary in accordance with the Marie Curie regulations for early stage researchers.

• Contract Duration: 01.09.2018-31.08.2021
• Contract Type: Fixed term- 36 months
• Contract Term: Full time

This PhD project is part of the EU project PERFORM which offers PhD positions for Early Stage Researchers (ESRs) and Graduates who are in the first four years of their research careers.

Who should apply for these positions? Researchers and Graduates from any nationality in their early stage of research that have completed a Master’s degree (or equivalent) in a related field within the last 4 years.

What does PERFORM offer?
• The opportunity to carry out exciting cutting edge research projects related to Digital Retail.
• Fully funded research positions to develop and hone skills that are key to being a successful and innovative researcher.
• High-quality training related to Digital Retail within a European Network.
• With this project we will prepare the next generation of Digital Retail Managers and tackle digital retail challenges through a combination of training and research.

Mobility Rule: Researchers shall not have resided in Austria for more than 12 months in the last 3 years.

Further Information and specific application requirements at:
www.perform-network.eu

Contact and/or application: daniel.prieler@rlbooe.at
PhD Goal: We will investigate how new technologies can assist to improve the checkout-process in-store and online towards a seamless customer experience. This includes the evaluation of technologies and possibilities of mobile payment solutions to optimize the checkout process. Technologies to evaluate may include existing contactless payment functions (NFC), new technologies (instant payments, blockchain, chatbot, wearables, etc.). Finally, we will develop a prototype including function/security tests and in store integration.

Supervisor: This position is available with Mag. Daniel Prieler, who is responsible at RLB for introducing new payment technologies and systems to the product and service portfolio of the banking group. He is at Raiffeisen currently leading the introduction of new mobile payment solutions to the Austrian market. He has significant expertise in mobile and banking technologies.

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