

## **Fully funded PhD Studentship**

### **School of Business & Economics**

## **Exploring the Influences of Customer Experiences on Frontline Employee Experiences.**

Applications are invited for the above studentship commencing 1<sup>st</sup> October 2017. The Studentship is open to home/EU and international/overseas students. It will run for 3 years, and it includes:

- **A fee waiver equivalent to the home/EU rate\***
- **Tax-free stipend of £14,553 p.a. for three years**

\* Please note that international/overseas students will be required to find funding to cover the difference between home/EU fees.

#### **About the project:**

Recent research has highlighted the importance of frontline experiences for understanding and predicting relationship outcomes of value to firms. However, surprisingly much of the current focus in the literature is still on how employees influence customers to create memorable customer experiences. There is still much unknown about how customers influence frontline employees experiences before, during and after service encounters or what mechanisms underlie this influence. This research will focus on exploring key issues relating to this phenomenon, develop and operationalise the concept of frontline employee experience (FLEE) and investigate how customers' experiences affect frontline employees experiences, attitudes and behaviours and subsequently organisational performance.

For this purpose, the research will draw upon recent work on shared frontline experiences in the service marketing and management literatures and state-of-the-art research in the social and organisational psychology literature. The research will use dyadic data from frontline employees and customers. Furthermore, it will utilize both qualitative (for the conceptualisation of FLEE) and quantitative (for the measurement of the impact of FLEE on various variables) research methods.

#### **Supervisors**

Dr Kemefasu Ifie and Professor Thorsten Gruber

#### **Entry criteria**

Masters degree (with average programme mark of no less than 65%) or equivalent. English Language requirement of IELTS band 7.0 or above with not less than 7.0 in each component.

## Application

Applications are made online at <http://www.lboro.ac.uk/study/apply/research/>.

Please upload all the supporting documents listed below:

- A curriculum vitae
- A 500 word personal statement explaining your interest in, and aptitude for, the topic of this research project. In particular we would like to learn about what qualities do you feel you can bring to the project.
- A 2,000 word research proposal addressing the topic of the studentship.
- 2-3 samples of writing such as MSc dissertation, journal or conference article, essays from your MSc degree
- Copies of your transcripts/certificates
- Two academic references.

**Closing date for applications is 15<sup>th</sup> May 2017.**

Please quote reference **SBE-KITG17** in the financial section of the application form. Shortlisted candidates will be interviewed shortly after the closing date.

Informal enquiries about the project should be made to Dr Kemefasu Ifie ([K.Ifie@lboro.ac.uk](mailto:K.Ifie@lboro.ac.uk)) and Professor Thorsten Gruber ([T.Gruber@lboro.ac.uk](mailto:T.Gruber@lboro.ac.uk))