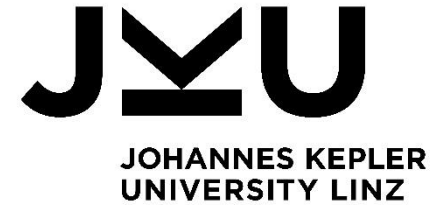




UNIVERSITY
OF APPLIED SCIENCES
UPPER AUSTRIA



PhD Program **Digital Business International**

Call for Application

Joint PhD Program of
Johannes Kepler University of Linz and
Upper Austria University of Applied Sciences, Steyr
Upper Austria

PhD Program Digital Business International Background

The PhD Program „**Digital Business International**“ is a joint initiative of University of Applied Sciences Upper Austria (UASUA) and Johannes Kepler University of Linz (JKU) together with the local government of Upper Austria. The cooperation between these two universities is built on a successful Joint Master Program in Digital Business Management (www.fh-ooe.at/dbm) and joint research projects.

The PhD Program is based on the following **major characteristics**:

- International alignment:
 - At least two PhD candidates will be recruited **internationally** and will get the opportunity to work in a research team at UASUA and JKU.
 - Mobility and participation at international scientific conferences.
- Integration of the research (e.g. empirical studies, case studies) with leading industry partners in Upper Austria such as BMW, KTM, Voest Alpine, Fronius, runtastic
- Excellent scientific qualification of the scientific board and high level of mentoring
- € 500,000 for the next 4 years funded by the local government
- PhD candidates are employed at UASUA or JKU with an adequate salary



Topic of the PhD Program

Living in the **Digital Business era**, today we are witnessing rapid social and technological developments in electronic/mobile/social commerce (no-line commerce). Digital Business managers, as well as system engineers, are daily confronted with the challenges resulting from these rapid developments. Among others, designing innovative web user interfaces, along with conversion optimization, are major activities defining firms' success potential. Understanding of user behavior and information needs on the one hand, but also relevant concepts, processes, and technologies on the other hand, is an inevitable precondition for designing and managing online businesses successfully in the context of Internet commerce and online innovation.

Generally, PhD candidates can suggest topics within the wider area of Digital Business on different levels of analysis, including individual, group, organization, and society. However, it is important to have a focus on human aspects, and therefore topics with a dominant or even pure technical focus are not considered.

Contributions could be related, for example, to the following topics:

- Digital transformation processes in the context of Digital Business
- Using Big Data and protecting user's privacy
- User experience and usability in the context of Digital Business
- Modeling of human behavior and understanding of human information needs
- HCI relevant aspects for Digital Business
- Negative aspects of Internet use, such as technostress or Internet addiction



Methodologically, the program is open to all research methods, including experimental research and survey studies, but also qualitative methods such as case study or interview. Moreover, design science research is welcome.

PhD Program Digital Business International Scientific Board / Project Team

- **Johannes Kepler University Linz** (www.jku.at):
 - › Univ. Prof. DDr. Johann **Höller**
 - Head of Department of Data Processing in Social Sciences, Economics and Business
<http://www.idv.edu/>
 - › Univ. Prof. Dr. Friedrich **Roithmayr**
 - Head of Department for Business Informatics – Information Engineering
<http://www.jku.at/winie/>
 - Responsibility for Internationalization in the PhD program



- **University of Applied Sciences Upper Austria** www.fh-ooe.at
 - › Assoc. Univ. Prof. FH-Prof. Dr. René **Riedl**
 - Professor for Digital Business and Innovation at www.fh-ooe.at/dbm
 - › FH-Prof. Dr. Andreas **Auinger**
 - Head of Studies for Master Digital Business Management www.fh-ooe.at/dbm
 - Department for Digital Business <http://www-en.fh-ooe.at/digital-business>
 - Project Manager of this PhD Program



The Locations – Linz and Steyr

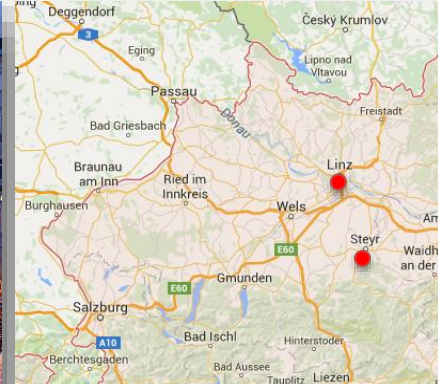
Your office will be located in Linz and/or Steyr Campus in a beautiful and save living and working environment.



Johannes Kepler University Linz



City of Linz - Center



Linz and Steyr, Austria



Campus Linz Science Park



City of Steyr – with UASUA Campus



Campus Steyr – new Building

Picture Credits: City of Linz, Johannes Kepler University, City of Steyr, University of Applied Sciences Upper Austria

Requirements for Applicants and Admission

Applicants Profile:

- Candidates should have professional knowledge in (Scientific) **English** language and at least basic knowledge in **German** language (intensified courses can be attended in Austria) – please provide certificates if available
- Candidates will have to move their **center of life** to the greater area of Linz or Steyr, Upper Austria
- Candidates ideally have **scientific experience** (proven by publications)

Admission Requirements for the doctorate degree program at JKU

- Applicants applying for admission to the doctorate degree program (Social and Economic Sciences at JKU) must have one of the following:
 - › A Diploma degree or Master's degree in Social and/or Economic, Business Sciences, Business Information Systems at a university, university of applied sciences, or other post-secondary institute of education in Austria or abroad (if equivalent in content and scope to the degree program offered at the JKU)
 - › Previous studies can generally be considered equivalent upon proof that preliminary studies are at least 240 ECTS credits and the scope for the subjects in questions in regards to admission may not exceed 67% of the scope for the model being used to compare degree programs.
 - Doctorate degree details: <http://www.jku.at/content/e262/e242/e2380/e2145/e85629>
 - Curriculum: http://www.jku.at/STA/content/e4426/e3098/e2380/e2145/e2137/e245854/5_DR_Sozial-undWirtschaftswissenschaften_Curr_MTB27_170615_ges.pdf

Your Submission

Your written application for the PhD position should contain the following parts:

1. Letter of Introduction (max. 1 page)
2. PhD Proposal
 - Abstract (about 300 words)
 - Problem statement and methodology (between 3000 and 5000 words)
 - Key literature
3. Full CV
4. Publications and language certificates (if available)

Please provide your submission in **MS Word** oder **PDF Format**.

Applications or enquiries should be sent to:

- FH-Prof. Dr. Andreas Auinger
- andreas.auinger@fh-steyr.at
- Subject „PhD Program Digital Business International“

Submission Deadline: November, 30th 2015