

PhD Studentship in Retail Big Data and Geographic Data Science

The Consumer Data Research Centre (<http://cdrc.ac.uk/>) has an ESRC funded PhD award available to begin September 2015. Additionally, and if necessary, the successful candidate may also be required to complete the MSc in Geographic Data Science, which is also fully funded.

This studentship is available for work associated with the Economic and Social Research Council (ESRC) funded Consumer Data Research Centre, and is based at the University of Liverpool [Geographic Data Science Lab \(http://geographicdatascience.com/\)](http://geographicdatascience.com/). The award is open to social scientists with a background in geography, social statistics, political science, applied mathematics, planning or sociology, to work with the retail sector as part of an exciting multidisciplinary research centre. Working with academics and the retail industry, you will investigate multidisciplinary topics such as the future of the high street, the development and application of new methods of retail analysis, the analysis of online and social media data relevant to retailing, or the relationship between online and conventional shopping opportunities.

Geographic Data Science at the Consumer Data Research Centre (CDRC) www.cdrc.ac.uk

The CDRC is a new Big Data investment that is passionate about data and unlocking value through retail analytics and linkage to other Big Data. We apply advanced social science methods to better understand the motivations and behaviours of consumers, and develop applications that are relevant right across society. They will join a team of researchers and retail analysts that are seeking to reshape the ways in which consumer data can be used for the benefit of society at large. You will also gain first-hand experience of working with one or more of the UK's leading retailers.

Funding

3 year (or 3+1) ESRC North West Doctoral Training Centre (DTC) Research Studentships;

Studentships include an annual tax-free maintenance stipend at the standard ESRC rate* (for 2015/16, this is 14,057 for full-time students) plus an additional enhancement for use of advanced quantitative methods. In addition, the studentship will pay for all tuition fees.

Research Students will have access to central funds to cover research related expenses, fieldwork, collaborations and overseas institutional visits.

* The exact amount is confirmed by RCUK annually.

Entry Requirements

The successful applicant will have a 1st class or high upper 2nd class BSc degree or an MSc with Merit or Distinction in a quantitative social science discipline. They must share our passion for data and be equally fascinated by what we can learn from them. In addition, we welcome candidates that also bring some practical experience gained in a commercial setting.

The studentship follows the ESRC eligibility criteria, however relaxed eligibility rules for overseas students may apply for exceptional candidates with expertise in advanced quantitative methods <http://www.esrc.ac.uk/funding-and-guidance/postgraduates/prospective-students/eligibility/index.aspx>.

The CDRC Website is <http://cdrc.ac.uk/>. To apply, please submit a CV and supporting letter of application, demonstrating how you feel your skills and experience are relevant to the CDRC, to Professor Alex Singleton alex.singleton@liverpool.ac.uk.

Closing date: 22nd May 2015.