

Unil

UNIL | Université de Lausanne



Cadre de la présentation

Essay-based dissertations in Switzerland

| le savoir vivant |

Vendredi 18 novembre 2018

Who am I?

- Full professor of Marketing at HEC Lausanne, Switzerland
- Assistant professor of Marketing at HEC Lausanne, Switzerland
- Post-doctoral researcher at University of St. Gallen, Switzerland
- PhD candidate at University of St. Gallen, Switzerland
- Undergraduate and graduate studies in Communication Science at Ludwig-Maximilians-University Munich, Germany

PhDs in St. Gallen I

- Internal & external PhDs
- Internal PHDs: assistance of professor in
 - teaching (no teaching for PhDs!)
 - consulting projects for companies
 - research in cooperation with company projects
- Three options: monography (decreasing), 3 essays (publishable papers), the „submarine“ (three essays forming one big „A+“ paper)

PhDs in St. Gallen II

- **Type „consultant“**: mostly monography, mainly project work, little academic socialization through conferences or academic collaborations
- **Type „teacher“**: three publishable papers, mainly teaching support, some academic socialization through conferences; output: 1-2 lower level publications
- **Type „researcher“**: three publishable papers, mainly research, much academic socialization through conferences and academic collaborations with top-tier researchers; output: 1-2 top-level publications

PhDs in Lausanne I

- Only internal PhDs
- Internal PHDs: assistance of professor in
 - focus on research (min. 50%)
 - teaching (sporadic teaching for PhDs in the 3rd year)
 - no consulting projects
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- One option: 3 essays (publishable papers), with all chapters tied together in a story (but wide interpretations à la „3 essays on peer-to-peer consumption“; at least 1 paper single-authored

PhDs in Lausanne II

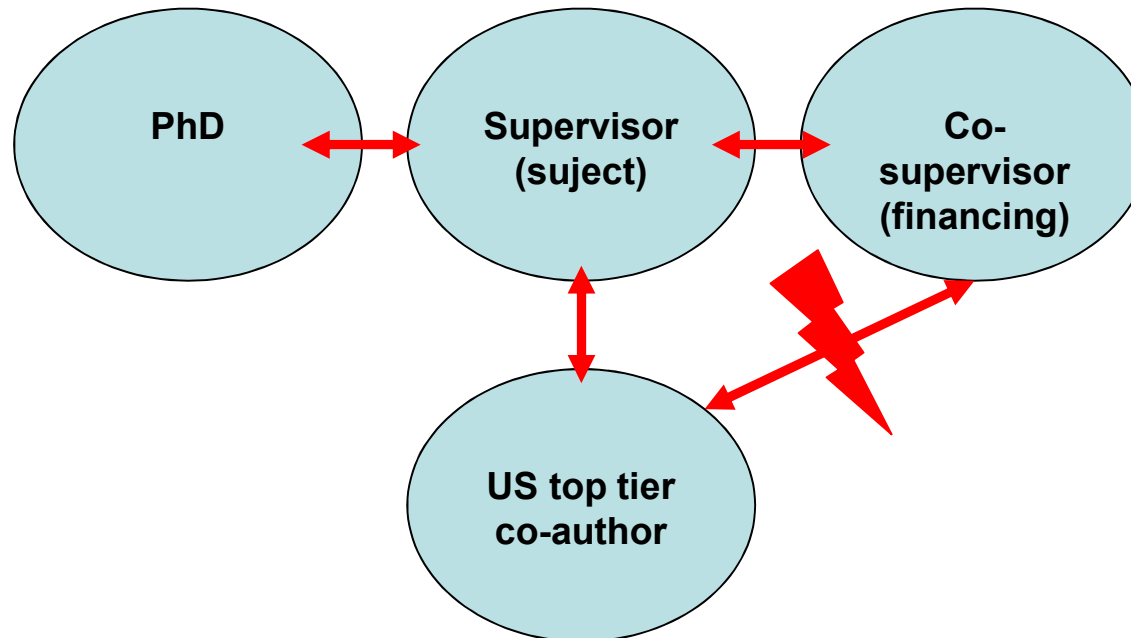
- **Type „research“**: three publishable papers, mainly research, much academic socialization through conferences and academic collaborations; goal: 1-2 top-level publications after PhD
- Examples:
 - PhD student 1: 1 JCP
 - PhD student 2: 1 P&M, 1 JACR, book chapters, 1 JCR R&R

Advantages of Lausanne system

- Collaboration between PhD and supervisor is a win-win situation in terms of career advancement (PhD title, academic placement, tenure)
- More efficient as the format of 3 essays eases transformation into papers
- Extension of supervisor's academic network through collaborations initiated through the PhD student and through stable conference presence

Problems of Lausanne system I

- Unclear definition between financing of assistant and authorship (e.g., co-financing of PhD student who initiated collaboration with US researcher).



Problems of Lausanne system II

- Unclear definition between writing contribution
 - how much text did the supervisor write in the PhD thesis himself?
 - how much did the PhD contribute to the supervisor's tenure?