Essay-based dissertations in Switzerland
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
- 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 „researcher“: 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?