

PhD position in Management, France/Spain

ESCP Business School invites applications for a position as PhD student starting in September 2026. Our four-year, full-time programme includes coursework and methodological training (Year 1, Paris) followed by empirical research that leads to the development of a doctoral thesis (Years 2–4, Madrid). The selected researcher will receive a full scholarship for 4 years, including a tuition waiver.

PhD Project on Marketing and Well-Being

The PhD project is situated within the Marketing discipline and will examine how market actors, digital technologies, and consumption practices shape individual and collective well-being. The project is embedded in the [WISE \(Well-Being for Individuals, Societies and Entreprises\) Research Center](#) and aligns with its three research pillars. Possible specific directions include (but are not limited to):

- *Inclusivity and Care Ecosystems*: The role of markets and services in shaping caregiving practices, and the role of gender and distance in care-related consumption.
- *Mental and Social Health*: The role of digital platforms and marketing interventions in shaping loneliness, social connection, and social well-being.
- *Sustainable and Technological Well-Being*: The role of self-tracking technologies and digital tools in shaping well-being habits, mindful consumption, and intentional digital disconnection.

The project will be supervised by **Prof Charlotte Gaston-Breton, PhD, HDR**, Full Professor of Marketing (<https://escp.eu/gaston-breton-charlotte>). If you wish to informally discuss your idea prior to applying, please contact Prof Gaston-Breton at cgaston-breton@escp.eu.

We offer:

- Close supervision by a leading research academic
- Robust methodological nature that includes both qualitative and quantitative methods
- A constructive and friendly international research environment (across 6 campuses)

To qualify you should have:

- Completed (or nearly completed) a Master's degree in management or related field
- A strong sense of drive, responsibility and commitment to research
- Ideally some exposure to empirical research (e.g. thesis in previous studies)
- Excellent knowledge of English

The candidate should submit a resumé, motivation and recommendations letters, and any research material that might be useful (e.g. prior research or published work).

Opening of the application platform: **27th April 2026** for September 2026 intake. Please upload your complete application documents to the [ESCP platform for PhDs](#). **Please indicate “PhD Project on Marketing and Well-Being” as the Research Topic.**

Contact for further questions: doctorat@escp.eu.

Contact to obtain information about the academic content of this call: cgaston-breton@escp.eu

About ESCP Business School: ESCP Business School is an international business school with campuses in 6 European metropolises. Founded in 1819, ESCP is the oldest business school in the world. ESCP is regularly awarded with top positions in the Financial Times rankings.