



Doctoral Fellowships

Accepting Applications for Funded Positions Starting Fall 2017

Submission Deadline April 15, 2017

The University of North Texas is accepting applications for new student enrollment in the **Interdisciplinary Ph.D. in Information Science with a Concentration in Consumer Behavior and Experience Management (CBXM)**. The fellowship offers a salary of \$18,666 per year and a 6-hour tuition benefit each fall/spring semester. Funding is available for three fellowships and will continue for three years with successful progression in the program.

Program Overview

Students completing the interdisciplinary Ph.D. with the CBXM concentration will develop competencies in business perspectives, data analytics, and consumer insights with an application to retail, hospitality and tourism, among the largest global consumer services industries. The interdisciplinary Ph.D. is offered through the College of Information (COI) with the CBXM concentration offered through the College of Merchandising, Hospitality and Tourism (CMHT). Recipients of these doctoral fellowships will be housed in CMHT and work under the direction of a major professor in the Department of Merchandising and Digital Retailing or the Department of Hospitality and Tourism Management.

Business Perspectives

- Evaluate situational models and concepts related to consumer services businesses.
- Predict future trends in digital technology, business models, and consumer behavior.

Data Analytics

- Utilize information technology to manage business data.
- Analyze quantitative and qualitative data for decision making.
- Interpret theories and best practices based on data.
- Choose appropriate technology and methodology for research, collaboration and information sharing.

Consumer Insights

- Analyze consumer theories that inform the consumer decision process.
- Evaluate business strategies using consumer decision processes and consumer behavior principles.
- Create consumer experiences across multiple touchpoints.

For program information contact:

Dee K. Knight, Ph.D.
Associate Dean and Associate Professor
College of Merchandising, Hospitality and Tourism
Dee.Knight@unt.edu
940.565.3263

Additional information:

http://catalog.unt.edu/preview_program.php?catoid=16&poid=5013&returnto=1371

Admission criteria and application for the program:

http://informationscience.unt.edu/sites/default/files/IIS_PhD_Admission&Application_EFORM.pdf