



UNIVERSITY  
OF WOLLONGONG  
AUSTRALIA

## PhD Scholarship

# Inclusion of people with disability in Australian workplaces

The Faculty of Business and the Australian Health Services Research Institute (AHSRI) at the University of Wollongong are seeking to award a PhD scholarship to a high calibre candidate for a project titled “Greater inclusion of people with disability in Australian workplaces”. The scholarship is part of a \$455K project funded by the Australian Research Council Linkage Projects scheme and the NSW Department of Family and Community Services.

The Faculty of Business at UOW is an internationally recognised faculty that provides flexible and innovative educational and research opportunities with strong ties to the business, government and non-profit sectors. We develop leaders with high level management, analytical and critical thinking skills that enable them to succeed in their chosen fields. The PhD student will be based in the School of Management, Operations and Marketing with supervisors from the Faculty of Business and the Australian Health Services Research Institute.

### **ELIGIBILITY CRITERIA**

Applicants must demonstrate a capacity to carry out independent research and have adequate training and ability to pursue the proposed course of study. The PhD scholarship is for study at the University of Wollongong in Australia, for a person who has achieved Honours First Class, Masters by Research or equivalent. Both domestic and international prospective students are welcome to apply.

### **PHD SCHOLARSHIP**

Title: Using social marketing to improve employer attitudes toward hiring people with a disability

#### *Project overview*

This PhD study will identify differences in employer attitudes toward hiring people with a disability. It will involve interviewing and conducting a quantitative survey with employers. Segmentation analysis will be performed on the quantitative data to identify groups of employers that have common attitudes toward hiring people with a disability. Advertising messages will be developed (with undergraduate UOW students) and tested through an online survey with employers to assess the advertisements’ effectiveness in improving employer attitudes toward hiring people with a disability.

#### *Desirable background/experience*

- Experience/qualifications in marketing/social marketing/social inclusion
- Experience conducting in-depth interviews with research participants
- Experience analysing qualitative data
- Experience designing quantitative surveys for research
- Experience conducting statistical analysis of survey data, including segmentation analysis

## **ADDITIONAL DETAILS**

### **DURATION AND VALUE OF SCHOLARSHIP**

Annual stipend of \$27,596 per year for three years full-time study.

### **HOW TO APPLY**

Interested applicants should submit an expression of interest (EOI) to Professor Melanie Randle ([mrandle@uow.edu.au](mailto:mrandle@uow.edu.au)), School of Management, Operations and Marketing, Faculty of Business by **5pm on Wednesday 27<sup>th</sup> November 2019**.

The EOI should include:

1. A statement addressing your suitability for the project/scholarship (1 page)
2. A brief CV (2-3 pages)
3. Copies of academic transcripts
4. Contact details for two professional references

Applications will be assessed based on academic qualifications and research **and/or** relevant work experience.

Suitable applicants will be invited to participate in an interview with members of the project team, to be held on Tuesday 10<sup>th</sup> December 2019. The successful applicant will then be advised on the process for enrolment.

### **MORE INFORMATION**

For more information please contact Professor Melanie Randle on +61 4221 4858 or [mrandle@uow.edu.au](mailto:mrandle@uow.edu.au).