

Internship - Research Assistant 3 to 6 months

Job identification	
Job title	Research assistant
Contract status	Internship
Contract start date	From January-February 2025 for a maximum of 6 months
Working hours	35 hours per week
Location	IUT Angers, 4 bd Lavoisier, 49000 ANGERS, France
UN Sustainable development goal	Responsible Consumption and Production (SDG 12)

Job description	
Context	Research has recently begun to explore the concept of “phygital” experiences and the underpinnings of phygital ecosystems in service experience. However, research remains scant on phygital tourist experiences. Ensuring that experiences are seamless and pleasant is essential for improving consumer enjoyment and satisfaction. But to ensure a positive experiential context, managers should understand what contributes to negative experiential contexts. Experiences are made of touchpoints between the tourist and the brand throughout the tourist’s experiential journey. However, not every interaction between the tourist and a brand has a positive impact on perceived experience. There are touchpoints that become pain points. A pain point is an issue or challenge that negatively impacts customer experience and is an identifiable problem that the customers of a company have experienced that can be addressed by the company. The literature remains scant on the concept of pain points and the mechanism behind their impact on phygital tourist experiences. For example, Holz et al. (2024) identified pain points associated with performance, hospitality and information dimensions of airport experience. However, the study does not discuss these pain points within a phygital ecosystem. This project therefore aims to examine the antecedents and outcomes of pain points in tourist experiences. Examining pain points would not only contribute to identifying the sources and mechanisms of experience disruption but would also inspire opportunities to enhance tourist well-being and satisfaction. This project is led by Danielle Lecointre-Erickson, associate professor-researcher at the University of Angers. Angers is a city of 150,000 inhabitants located on the banks of the Loire, in the heart of the Anjou vineyards. 1h25 from Paris and 40 min from Nantes. The competitiveness cluster. The University of Angers is

	made up of 1,134 teaching and research staff and 882 administrative staff, and welcomes 25,000 students in 7 departments, on 3 campuses in Angers and 2 delocalized campuses (Cholet and Saumur). The intern will benefit from the scientific environment of the University of Angers' economics and management research team, GRANEM (60 teacher-researchers, 40 doctoral and post-doctoral students, 4 administrative staff) and the SFR Confluences federative research structure.
Activities and tasks	• Systematic literature review on antecedents, decisions, and outcomes of negative phygital experiences • Contribution to qualitative and quantitative data collection • Contribution to data analysis using textual analysis and statistical analysis software • Participation in meetings with project partners • Occasional participation in other projects providing an insight into the realities of the teaching-research profession.

Skills required for the position	
Qualifications and training	Master 1 or Master 2 student, in management or similar discipline (end-of-year or gap year internship)
Required knowledge and skills	• Interest in data analysis with PLS-SEM and/or textual analysis • Interest in the digitalization of the customer and tourist experience • Rigor and organization • Ability to summarize and write in English (French would be a plus) • Ability and interest in teamwork
Working conditions	Shared office at IUT Angers (Belle-Beille campus). Possibility of working remotely (2 days per week maximum), to be planned according to project needs.
Management	Danielle Lecointre-Erickson (Associate professor at GRANEM research unit)
Compensation	600EUR per month for 35 hours per week.
How to apply	Candidates should send their - CV - Cover letter explaining how your profile matches the skills we're looking for - Proof of enrolment in a master's program within the EU Green alliance to danielle.lecointre@univ-angers.fr before December 1, 2025. Applications will be considered on a rolling basis.