

PhD research pre-proposal

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| Code: BEAR-2021/PhD2 | |
| Title: How does Mobile Servicescape Affect Purchase Intentions? The Role of Customer Value and Trust | |
| Supervisors: Prof. Nacef Mouri (UIR) | |
| Host college: College of Management, Rabat Business School | Host research unit: BEAR Lab |

SUMMARY OF THE RESEARCH PRE-PROPOSAL

The use of mobile applications has significantly increased over the years, still, data show that users do not finalize their purchases in the mobile environment. This research proposal aims to develop a theoretical model with the goal to better understand the dynamics that drive users in the mobile environment to the final purchasing stage and convert them into buyers. This research has important theoretical and managerial implications.

REQUIRED ACADEMIC QUALIFICATIONS & SKILLS

- Masters in Marketing or equivalent
- Mastery of the English language
- Quantitative skills