

**Jaypee University Of Information Technology- Wagnaghat (Solan), Himachal Pradesh**

Department of Humanities & Social Sciences

Following positions are available for 3 years Research Study on “Consumer Selection for Alternative Energy Transport to Identify Issues on Consumer Preferences ” sponsored by Swinburne University of Technology, Hawthorn, Australia

One Research Associate/ Project Fellow

Minimum Input Qualification : Masters in any discipline preferably in Social Sciences

One Research Associate / Field Coordinator based at Delhi

Minimum Input Qualification : A person with maturity and long experience in the field with at-least a Diploma in any field of engineering

Candidates for both positions should have good interpersonal skills, command over English language, knowledgeable about Report writing, well versed with statistical analysis and computational skills. Candidates should be willing to undertake travel within the country.

Brief about the Research Study

The objective of the proposed study is to undertake an empirical study to identify issues related to consumer preferences and consumer selection for use of alternative energy transport. Consumers from various strata of socio-economic background will be studied in New Delhi, Mumbai, Bangalore, Chennai, Chandigarh and Shimla. Data collected will be analysed using Statistical tools to produce a comprehensive understanding of what it would take to change consumer demand. Several reports and publication will be produced related to this.

Emoluments would include a monthly stipend of Rs. 20,000. In addition, appropriate TA/DA plus boarding allowance will be paid for field trips to cities mentioned above.

**Last date for receipt of applications is January 25, 2012**

Interested candidates may apply on plain paper or via email against this advertisement to the PI as follow :

Professor Nirupama Prakash, Ph.D  
Head, Department of Humanities & Social Sciences  
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