



TUS

**Technological University of the Shannon:
Midlands Midwest**
Ollscoil Teicneolaíochta na Sionainne:
Lár Tíre Iarthar Láir

POSTGRADUATE RESEARCH OPPORTUNITY

Project Title: Occupational Identification, Stigma, and Self-esteem: Hair and Beauty Industry perspectives

Short Project Description: Despite the significant social and economic contribution of the hair and beauty industry to Ireland's economic advancement, employees in hair and beauty are often targeted by the public. Studies point to a need to reframe and reposition this industry and an essential step requires developing tools to measure occupational prestige and stigma. Such measurements will in turn inform the design of intervention strategies focused on enhancing low occupational prestige, reducing negative occupational stigma, and promoting positive employee self-esteem.

Drawing on multiple hair and beauty stakeholder evaluations including representative bodies, employees and employers' perceptions, this research aims to develop a framework to assess the role of perceived occupational stigma, low occupational prestige and self-esteem in the hair and beauty industry. The study also aims to design intervention strategies to mediate the formation of negative occupational perceptions. Such intervention strategies seek to reduce and resist occupational stigma and promote higher prestige and self-esteem in the hair and beauty industry with a particular focus on cognitive and non-cognitive employee skills development, communication initiatives and marketing image modification plans.

In collaboration with the Hair and Beauty Ireland Confederation (HABIC), a flexible 12-week secondment with HABIC will be undertaken. This presents an excellent opportunity for the researcher to familiarise themselves and engage with hair and beauty industry stakeholders. This secondment will involve both online and face-to-face engagement with HABIC's head office based in Co. Leitrim and other relevant stakeholders over the duration of the research period.

Duration of Project: 48 months

Funding Agency: TUS RISE Scholarship comprises a postgraduate fee waiver for the duration of the award only.

Type of Degree Offered: Masters Tracking PhD/PhD

Minimum Qualifications/Experience Necessary/Any Other Requirements:

The candidates must have a primary degree in a field related to social science disciplines including but not limited to business, beauty and spa, communications, and marketing. Experience in the service industry is considered an advantage.

This opportunity is open to candidates within and beyond TUS. The location for the research will primarily be based in TUS Midwest and will include a 12-week secondment over the duration of the study period. A portion of this secondment will involve face to face participation with HABIC in County Leitrim.



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Minimum classification of *2.1 honours or equivalent*.

IELTS [International English Testing System] Applicants must have a minimum of 6.0 with no component score less than 6.0.

Project Lead Supervisor: Dr Catriona Murphy

For further information, please contact: Catriona.murphy@tus.ie

Closing date for receipt of completed application form is 5pm on Thursday 20th June.
Interview will take place in subsequent weeks.

Download TUS RISE application form here:

<https://tus.ie/rdi/research/office/funded-research/>



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