



SCHOOL OF GRADUATE STUDIES

## Horizon Postdoctoral Fellowship at Concordia University

Concordia University in Montreal, Canada is currently accepting applications for postdoctoral fellowships valued at \$47,500 per year (plus benefits) for each of two years, in the following discipline:

Research program title:	Visual Marketing
Supervisor(s):	Bianca Grohmann, Ph.D. (Marketing) and Aaron Johnson, Ph.D. (Psychology)
Reference number:	4008
Program description:	Visual marketing lies at the intersection of marketing and psychology. This research program focuses on the influence of visual marketing stimuli on consumers' attention, information processing, memory, inferences and decision making with regard to product and brand choice. It examines consumers' information processing and behavioral responses to visual aspects of products, brands, and retail environments, taking into account a potential influence of consumer goals and individual difference factors. This research program relies on a multi-method approach by taking tested paradigms from psychology and applying them into the domain of marketing. Techniques include eye tracking (both static and portable), EEG, choice tasks, and self-reports. There is also a possibility of running fMRI experiments at Concordia's PERFORM center. The research will encompass lab and field experiments that are supported by the facilities offered at the Laboratory for Sensory Research and the Concordia Vision Labs. This research program aims at making methodological, theoretical, and substantial (e.g., public policy, marketing strategy) contributions to both marketing and psychology.

Academic qualifications required:	Ph.D. in psychology (cognitive science, vision science), or marketing (consumer psychology), or a related field. Candidates should have experience with MATLAB or Python programming. Eye tracking (including data analysis) and EEG experience is considered an asset.
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Eligibility requirements:

- Applicants must not currently hold a postdoctoral appointment at Concordia
- Priority will be given to postdoctoral fellows who have obtained their PhD from another university although in exceptional cases Concordia graduates may be considered
- Applicants must adhere to the postdoctoral fellow eligibility criteria outlined in Concordia University's [Postdoctoral Policy](#).

Timeline and application process:

Application deadline: open until the position is filled but no later than April 1, 2018

Fellowship start date: no later than July 1, 2018

Submission process:

- All documents must be submitted to Cynthia Raso at ([Horizon.Postdocs@concordia.ca](mailto:Horizon.Postdocs@concordia.ca))
- Please include the reference number with your application

Application checklist:

- ✓ One to three (1-3) page research statement demonstrating fit with the program described above.
- ✓ Current curriculum vitae demonstrating research excellence and a capacity for leadership in the domain (maximum 5 pages).
- ✓ Two letters of reference from academic supervisors or current employers to be sent via e-mail directly to: Cynthia Raso at ([Horizon.Postdocs@concordia.ca](mailto:Horizon.Postdocs@concordia.ca)).

*Concordia University is a vibrant research and teaching environment, with state-of-the-art research facilities and many research centers. Concordia is located in Montreal, Canada, a diverse and creative city, often ranked as offering one of the best quality of living experiences in North America.*