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## Research Fellow in Marketing and Reputation

**Grade 7: Salary in the range £31,076 – £32,958 p.a.**

**Fixed-term for 2 years**

The Research Fellow in Marketing and Reputation will work closely with members of the School's marketing faculty, particularly Professor Andrew Stephen, and the Centre for Corporate Reputation (CCR) on research that helps academics and practitioners better understand the digital future(s) of marketing and how marketing in the future will influence brand performance and shape customers' perceptions of corporate reputation.

The Research Fellow will be expected to conduct academic research under the direction of Professor Andrew Stephen and manage key research activities such as (but not limited to) gathering and cleaning data, analysing data using appropriate quantitative methods, writing academic papers, presenting research findings to academic and practitioner audiences, and handling day-to-day research project management tasks. A key part of this role will involve working on research that falls within the priority research themes of the Oxford Future of Marketing Initiative (FOMI). This is an academic-industry partnership that aims to fuel topical, important, rigorous, and relevant research that will

inform the future of marketing theory and practice.

The postholder will hold or be working towards a PhD in either quantitative marketing from a marketing doctoral programme or in a methodologically related discipline such as applied economics/econometrics, computer science, quantitative social science, statistics, or similar and have expertise in empirical quantitative methods, especially working with medium-to-large sized datasets and using advanced statistical methods to model data. The postholder will also have a strong familiarity with academic literature relevant to the research topic of understanding the digital future of marketing and how marketing can influence brand performance and corporate reputation.

To apply for this role and for further details, including a job description and person specification, please click on the link below. Applications for this vacancy are to be made online. Please submit your CV and supporting statement along with names and contact details of two academic references.

The closing date for applications is **12.00 noon on Friday 26 January 2018.**

View the job description and find out how to apply

([https://www.recruit.ox.ac.uk/pls/hrisliverecruit/erq\\_jobspec\\_details\\_form.jobspec?p\\_id=132351](https://www.recruit.ox.ac.uk/pls/hrisliverecruit/erq_jobspec_details_form.jobspec?p_id=132351))

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General enquiries: +44 (0) 1865 288800