



The Chair for Marketing and Market Research is seeking strong applicants for the positions as

Research Associate (PhD candidate) / Senior Researcher (Post-Doc)

starting by arrangement.

The Chair for Marketing and Market Research is part of the Faculty of Economics, Business Administration and IT at the University of Zurich (<http://www.market-research.uzh.ch>). We focus on quantitative empirical market research in the areas of marketing and consumer behavior. Our core research topic is the connected customer in the digital age (online communities, social networks, etc.).

Offer

- A team with strong emphasis on quantitative, applied marketing research.
- An opportunity to complete a PhD within the University Research Priority Program “Social Networks”, respectively the opportunity to act as project leader and senior researcher in our group.
- A wide-ranging, independent and interesting work as part of a dynamic team in a positive working atmosphere.
- A thorough career development program (management by objectives, international summer schools, conferences, etc.).
- A well-equipped workspace in an excellent university with international reputation
- An appropriate salary.
- A good work-life balance.

Responsibilities

The new Research Associate (PhD candidate) is expected to do a doctorate and to develop, manage and publish advanced research projects within the field of consumer psychology and technology/marketing strategy; to teach courses in marketing and market research and/or to contribute to the teaching of marketing faculty; to supervise bachelor’s or master’s theses; and to support administrative tasks.

The new Senior Researcher (Post-Doc) is expected to bring in a list of ongoing research projects and publications within the fields of the connected consumer, social influence, consumer psychology and technology/marketing strategy; to teach courses in marketing and market research and/or to contribute to the teaching of marketing faculty; to supervise bachelor’s or master’s theses; and to support administrative tasks.

Qualifications

Candidates should be highly motivated to conduct novel and high-quality research at the intersection of consumer psychology, marketing strategy and technology, as well as data science and computer science. Successful PhD/Post-Doc candidates will have an excellent degree (MA, diploma/PhD) in business administration, psychology, economics or from a related field such as econometrics, statistics, or computer sciences. A disciplinary focus on marketing, information systems, operations & technology management or human-computer interaction is a plus. Other requirements include: (i) very good knowledge in statistics, research methods and data analysis. (ii) experience in conducting empirical research and programming in R and/or Python. (iii) very good communication, interpersonal, and organizational skills. (iv) good command of English (oral and written). Curiosity and discipline, self-reliance, integrity, and creativity are essential.

Further information / How to apply

Further enquires can be sent to Prof. Dr. Anne Scherer (address below). To be considered for this position, applications must be sent by email, enclosing the following in one single PDF file: (i) a current CV, (ii) academic transcripts, (iii) a brief statement of interests and ideas for research (one page, max), (iii) the name and the contact details of one referee.

Address your correspondence with subject “Application Research Associate” / “Application Senior Researcher” to:

Prof. Dr. Anne Scherer and Prof. Dr. René Algesheimer: jobs@socialnetworks.uzh.ch.

We look forward to receiving your application!

