We are currently seeking a research fellow (PhD candidate) (m/f/d) in the field of Digital Marketing at the TUM Campus Heilbronn. This position is available immediately for a fixed term of 3 years, with the possibility of an extension. Candidates will have the opportunity to pursue a doctorate, which is both available and encouraged. Additionally, the research fellow will have responsibilities in teaching.

In research, teaching and executive education, the Digital Marketing team led by Prof. Dr. Martin Meißner is particularly concerned with the research topics social media, virtual and augmented reality as well as decision research. In almost all research projects, we use a quantitative-empirical research approach and advanced methods, such as eye tracking or text mining. The research projects are geared towards interdisciplinary cooperation with the fields of information systems, innovation management and psychology. The position to be filled is part of a project funded by the German Research Foundation (DFG) that is related to investigating shopping behavior in online and virtual environments using eye tracking. Details of the project are available upon request.

About us

The TUM Campus in Heilbronn is part of the renowned Technical University of Munich, which is one of the best universities in Europe. Top performance in research and teaching, interdisciplinarity and talent promotion are its hallmarks. In addition, it has strong alliances with companies and with scientific institutions around the world. TUM is one of the first three universities of excellence in Germany. The TUM School of Management is also the first management school at a technical university in Germany to receive Triple Crown accreditation. Worldwide, only about 80 institutions (about 1%) can boast this distinction.

The Center for Digital Transformation researches issues related to digitalization, its challenges, and opportunities. Our goal is to develop solutions through practice-oriented research and thus generate direct benefits for the economy and society. New findings flow directly into teaching to prepare our students for the tasks of the future.

Your tasks...

- Successful completion of your dissertation under professional supervision
- Involvement in high-quality research projects with the aim to publish them in international journals
- Presentation of project results at international conferences
- Teaching in the field of marketing
- Supervision of Bachelor and Master students
- Administrative duties
- Exchange and cooperation with universities and research institutions as well as with business practice
Your profile...

- A Master degree in information systems, computer science or business/management
- Experience with data analysis
- Familiarity with eye tracking, virtual reality environments and 3D modeling is a plus.
- Strong analytical skills. Proficiency in machine learning techniques is a plus.
- Strong interest in scientific work with the aim to obtain a doctoral degree
- Be highly motivated and keen to work in an interdisciplinary research environment.

WE OFFER...

- A highly interdisciplinary research unit (Center for Digital Transformation) with currently 6 professors and 23 PhD students
- The opportunity to work on cutting-edge research at the intersection of consumer behavior, technology, and virtual reality.
- Access to state-of-the-art facilities and equipment, including virtual and augmented reality equipment and eye tracking technology.
- A platform to contribute to impactful research with societal relevance, addressing critical questions of consumer protection and data privacy in the digital age.
- Participation in international conferences
- An international scientific network
- A diverse and fair working environment
- Support in reconciling work and family life
- Extensive advanced training opportunities

Application

We look forward to receiving your informative and complete application documents (cover letter, curriculum vitae, academic transcripts, possibly internship/work references) via e-mail by December 15, 2023 to bewerbungen.cdt@mgt.tum.de quoting the keyword “Digital Marketing”.

The Technical University of Munich aims to increase the proportion of women and explicitly encourages applications from qualified women. Applications from disabled persons will be given preference in the case of essentially equal suitability and qualifications. The position can also be filled on a part-time basis. Employment is on a salaried basis, depending on qualifications, with remuneration in accordance with the collective wage agreement of the federal states (TV-L E13).

Data Protection

As part of your application, you provide personal data to the Technical University of Munich (TUM). Please view our privacy policy on collecting and processing personal data in the course of the application process pursuant to Art. 13 of the General Data Protection Regulation of the European Union (GDPR) at https://portal.mytum.de/kompass/datenschutz/Bewerbung. By submitting your application, you confirm to have read and understood the data protection information provided by TUM.