University of ZurichUZH

URPP Social Networks

University of Zurich
University Research Priority Program (URPP)
Social Networks
Andreasstrasse 15
CH-8050 Zurich

www.socialnetworks.uzh.ch

The University of Zurich is seeking strong applicants for

PhD Position in Social Network Dynamics

supported by the interdisciplinary project "*How individual-level choices drive collective consumer behavior in social networks*", recently approved by the Swiss National Science Foundation (SNSF).

How to best initiate large-scale behavioral change in social networks? How to integrate machine learning, numeric simulations, and/or behavioral experiments to improve our understanding of and ability to manage social change? What do these methods reveal about the impact of network structure, interventions, and algorithms on collective social behavior? These and related ambitious questions will be the focus of the SNSF project that supports the position. The candidate will mostly use machine learning, social network analysis, and agent-based simulations to address them. The candidate's research will not only advance theoretical understanding but also derive its implications for interventions aimed at social change, which is relevant to solving some of the most pressing societal challenges.

We offer you

A fully-funded PhD position. You will work at the URPP Social Networks, one of the University of Zurich's current excellent research priority programs (www.socialnetworks.uzh.ch), in a group of interdisciplinary, skilled, ambitious and passionate young scholars. You will be connected with researchers in other chairs of the University of Zurich and ETH Zurich through the Marketing Group Zurich (https://www.marketing-group-zurich.com), the PhD program of the Graduate School of Business (www.gsb.uzh.ch), and regular seminars and events in Zurich. You will have the opportunity to develop research in collaboration with companies. The rich academic and industry environment make Zurich the ideal place where to study problems related to social networks.

Your responsibilities

As a PhD student, you will develop and implement research ideas within the interdisciplinary project outlined above, contribute to publications in leading scientific journals, participate in international conferences and summer schools, and assist in teaching and supervising theses at the Bachelor or Master level. You will apply and successfully complete your PhD in Business Administration (Marketing Track) at the Graduate School of Business (www.gsb.uzh.ch).

You bring with you

- MSc in Computer Science, Statistics, Physics, and related quantitative disciplines.
- Strong quantitative and programming skills (e.g., machine learning, econometrics, statistical inference, numeric simulations, network analysis).
- Strong interest in developing research of high relevance for firms and policymakers.
- Passion for sharing knowledge and teaching.
- Very good expressiveness in English.

How to apply

Applications must be sent by e-mail to: market-research@business.uzh.ch (Email subject: "Application PhD position in Social Network Dynamics"). The application should be addressed to Dr. Manuel S. Mariani and Prof. Dr. René Algesheimer, and enclose the following documents in **one single PDF file**: (1) Motivation letter. (2) Current CV (Name and contact details of one referee, but no reference letters). (3) University diploma and grade transcripts. (4) Statement of research interests, related to the project described above (max. 1 page).

The employment starts by agreement. Evaluations will continue until the position is filled.

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