University of Zurich UZH

URPP Social Networks

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Prof. Dr. René Algesheimer
Andreasstrasse 15
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www.socialnetworks.uzh.ch

The URPP Social Networks, the Chair of Marketing and Market Research (Prof. Algesheimer) and the Chair of Marketing (Prof. Natter) are seeking strong applicants for several positions of

Research Associates (PhD candidates)

starting by arrangement.

The University Research Priority Program (URPP) on Social Networks is one of the University of Zurich's current excellent research priority programs (www.socialnetworks.uzh.ch). The Chairs of Marketing and Market Research are part of the Faculty of Economics, Business Administration and IT at UZH (www.business.uzh.ch) and the Marketing Group Zurich (www.marketing-group-zurich.com). We focus on quantitative empirical research in the areas of marketing and consumer behavior, social networks, online communities, and technology. Our core research topic is the connected customer in the digital age.

Offer
- A team with strong emphasis on quantitative, applied research.
- An opportunity to complete a PhD within the URPP Social Networks.
- 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 social network interventions from a technology / marketing point of view; to teach courses in empirical data analysis with applications in market research; to supervise bachelor's and 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 data and network science, marketing and technology as well as consumer psychology. Successful PhD candidates will have a master's degree in business administration, statistics / data science or computer science. We welcome as well applicants with a master's degree in psychology or economics if they show strong quantitative skills. A disciplinary focus on marketing, information systems, 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. René Algesheimer and Prof. Dr. Martin Natter (e-mail address below). To be considered for this position, applications must be sent by e-mail, enclosing the following documents 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".

Prof. Dr. René Algesheimer and Prof. Dr. Martin Natter: jobs@socialnetworks.uzh.ch.

We look forward to receiving your application!

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