

## 3 Doctoral Students (f/m/d)

### Chair in Marketing Science and Analytics

The University of Cologne is one of the largest and most research-intensive universities in Germany, offering a wide range of subjects. With its six faculties and its interfaculty centres, it offers a broad spectrum of scientific disciplines and internationally outstanding profile areas, supported by the administration with its services.

The Chair in Marketing Science and Analytics (Prof. Dr. Marc Fischer) focuses on solving managerial problems by using quantitative methods and data analytics. Research projects often start with the implemented solution to a specific problem of a company. Our areas of expertise in research and teaching are marketing performance management, marketing analytics including ML/AI applications, and brand management. We are member of the consortium BERD@NFDI, which is a large-scale DFG funded project to build a powerful research data infrastructure for business, economic, and related data (for further details: <https://www.berd-nfdi.de>).

#### YOUR TASKS

- » the successful completion of your dissertation under professional supervision
- » significant contribution to the NFDI project of building a research data platform
- » involvement in high-quality research projects with the aim to publish them in international journals and to present them at international conferences
- » support in teaching and administration of the chair

#### YOUR PROFILE

- » a master degree in business or related fields that includes but is not limited to business administration, information systems, computer science, economics, or engineering
- » above-average achievements in your studies
- » strong analytical and computational abilities
- » experiences in project-based work
- » strong interest in scientific work with the aim to obtain a doctoral degree
- » very good written and oral command of the English language
- » high motivation and the ability to work independently

#### WE OFFER YOU

- » a marketing area with currently 4 full professors, 4 junior/assistant professors, and 13 PhD students
- » participation in international conferences
- » an international scientific network
- » a diverse and fair working environment
- » support in reconciling work and family life
- » flexible working time models
- » extensive advanced training opportunities
- » occupational health management offers
- » local transport ticket at a discount for UoC employees

The positions are available as of January 1st, 2022 or later on a part-time basis of 29,87 working hours. They start with a two-year contract with the option of extension. If the applicant meets the relevant wage requirements and personal qualifications, the salary is based on remuneration group 13 TV-L of the pay scale for the German public sector.

The University of Cologne is committed to equal opportunities and diversity. Women are especially encouraged to apply and will be considered preferentially in accordance with the Equal Opportunities Act of North Rhine-Westphalia (Landesgleichstellungsgesetz – LGG NRW). We also expressly welcome applications from people with disabilities / special needs or of equal status.

Please apply online at: <https://jobportal.uni-koeln.de> with proof of the sought qualifications. The reference number is Wiss2110-07. The application deadline is 14.11.2021. If you have further questions, please contact Lars Gemmer +49 221 470 8681.