

## Faculty of Economics and Management

### Offering: «Extracurriculare Mitarbeit» (engl. extracurricular activities) at the Chair of digital Marketing – [Institute of Marketing & Analytics](#)

The Chair of digital Marketing of [Prof. Dr. Reto Hofstetter](#) offers for students at the Faculty of Economics and Management the opportunity as an

#### **assistance for scientific research projects in digital marketing and digital consumer behavior.**

At our chair you will get the opportunity to gain valuable insights into current research topics and scientific methods and thereby support our research projects.

The offering takes place in accordance with the specifications of the extracurricular activities ([extracurricularen Leistungen](#)). A maximum of **9 ECTS** per study level (Bachelor's and Master's) are credited in “**Wahlbereich and/or Wahlpflichtbereich**” (engl. electives). The work can be carried out **part-time** or **full-time**, during **the semester** or during the **semester break**. Working hours and scope depend on the **numbers of ECTS** (individual agreement). We expect a **reliable** and **clean way of working**. For repeated unreliable work, we reserve the option to terminate the extracurricular activities at any time.

#### **Your tasks may include but are not limited to:**

- Literature research
- Development and programming of questionnaires and experiments
- Coding of data from experiments
- Support in data evaluation and in processing of results

#### **Requirements:**

- Fluent in German and/or English (oral and written form) (other languages are of advantage)
- Good knowledge of Excel and PowerPoint; basic knowledge of R is advantageous
- Willing to learn new tools such as Unipark, or data analysis techniques

Our **research topics** involve among other consumers' perception of Artificial Intelligence, consumers' perception of and interaction with Augmented Reality, biases in measuring consumers' willingness to pay, creativity and innovation, and consumer-brand interaction in a digital environment (e.g., selfie-taking).

If you are interested in supporting our current research topics in digital marketing and - consumer behavior, please forward your application to [digitalmarketing@unilu.ch](mailto:digitalmarketing@unilu.ch). Your application should include the following documents (**submitted in one PDF only**):

- Your current CV
- Your current transcript of records (UniLU or prior Universities)
- The amount of ECTS you want to acquire
- Your earliest starting date
- Prior experience with programs (e.g., Excel, R, Stata, MaxQDA, etc.)

**Please note:** your application is possible throughout the whole semester.

We are looking forward to receiving your application!

Warm regards



Prof. Dr. Reto Hofstetter