

## Faculty of Economics and Management

The University of Lucerne is the youngest university in Switzerland. Founded in 2000, it has four faculties and around 3,000 students. The Faculty of Economics and Management opened its doors to students in the autumn semester of 2016. Personal supervision of students, interactive forms of teaching, close links between academia and practice, and a young, motivated team all give this new faculty a unique profile.

At the chair of marketing and strategy at the University of Lucerne's Faculty of Economics and Management we are now seeking (employment starting in April 2021 or by appointment):

### **Research Assistant (50%) and PhD Student in “Quantitative Marketing Management or Experimental Consumer Behavior”**

Are you interested in empirical studies that help inform and improve marketing decision-making? Do you want to research cutting-edge topics at the intersection of marketing theory and practice and generate new knowledge? Then we are your perfect fit! We are a young and highly motivated team (chair: Prof. Dr. Leif Brandes) with a main research focus on strategic marketing and consumer behavior. We undertake a variety of ambitious research projects in cooperation with top international business schools around the world and companies.

Your tasks will include conducting basic research related to your dissertation, providing teaching assistance for university courses, and performing general scientific and administrative activities related to your position at the University of Lucerne.

#### *Requirements:*

- An above-average degree in business management, psychology, or related fields
- Interest in scientific questions related to the field of marketing
- Previous experience with the application of Bayesian statistics/ Bayesian data analysis for empirical/ experimental studies and the willingness to make this your primary approach for data analysis
- Previous experience designing and conducting behavioral experiments
- A high level of personal initiative and goal orientation
- Excellent command of written and spoken English

#### *We offer:*

- A dissertation in marketing/business management (title: Dr.oec.)
- A cooperative working atmosphere in a young, highly motivated team
- Scientific work in cooperation with international research partners
- An innovative teaching and learning environment
- The opportunity to study and research abroad at a leading international institution (if suitable)
- A competitive salary
- Continued education in quantitative methodology

For further information, please contact Anita Bossard at [anita.bossard@unilu.ch](mailto:anita.bossard@unilu.ch). Please submit a full application (cover letter, CV, work and graduation certificates, transcripts of records), via our job portal [www.unilu.ch/jobs](http://www.unilu.ch/jobs).