



As a University of Excellence, Universität Hamburg is one of the strongest research universities in Germany. As a flagship university in the greater Hamburg region, it nurtures innovative, cooperative contacts to partners within and outside academia. It also provides and promotes sustainable education, knowledge, and knowledge exchange locally, nationally, and internationally.

Faculty of Business, Economics, Social Sciences and Social Economics/Chair of Marketing and Innovation invites applications for a

## RESEARCH ASSOCIATE (POSTDOC)

### MARKETING AND INNOVATION

- SALARY LEVEL 13 TV-L -

---

The position in accordance with Section 28 subsection 2 of the Hamburg higher education act (Hamburgisches Hochschulgesetz, HmbHG) commences on 1st of March 2020.

This is a fixed-term contract in accordance with Section 2 of the academic fixed-term labor contract act (Wissenschaftszeitvertragsgesetz, WissZeitVG). The initial fixed term is three years. The contract provides for a maximum extension of up to three years depending on the associate's achievements during the first stage. Providing that a position is available and that requirements have been fulfilled, the associate may apply for temporary civil servant status in accordance with Section 28 subsection 2 HmbHG. The position is full-time and comprises 39 hours per week (40 for civil servants).

#### RESPONSIBILITIES:

Duties include teaching and research in the respective department or institute. Research associates may also pursue independent research and further academic qualifications as well as acquire teaching experience. These duties are intended to promote academic achievement. Therefore, at least one-third of set working hours will be made available for the associate's own academic work.

#### SPECIFIC DUTIES:

We are looking for excellent and highly motivated junior researchers, who are thrilled to further push their academic career in the fields of marketing & innovation research. The postdoc is expected to contribute to and influence the research agenda of the Chair (<http://www.wiso.uni-hamburg.de/cmi/>) and to participate in teaching (five hours per week).

Individual and collaborative research projects may be specified along a broad range of topics as e.g. microfoundations of innovation management, marketing decisions and consumer behavior. Empirical research projects can built upon novel methods developed at the chair, as

e.g. the measurement of implicit cognitions (AYB research platform), discrete choice experiments (DCE) or text mining (R/Python).

### **REQUIREMENTS:**

A university degree in a relevant subject plus doctorate. Applicants should hold a PhD in business administration or closely related fields of social sciences. They should have a strong research interest, research and teaching experience in one or multiple of the following sub-fields: discrete choice modelling, innovation & technology management, behavioral decision theory & consumer behavior, sustainability marketing & strategy. Research articles in peer-reviewed journals should have been published or submitted.

Candidates are expected to take initiative and responsibility in their career development. This includes shaping their own research, designing and participating in international research projects as well as engaging in the academic community. Excellent research skills and analytical abilities, proficiency in English and/or German and proactive communication behavior are required. Non-native German speaking candidates should be willing to acquire sufficient knowledge in German for teaching purposes.

Please consider our website for a detailed listing of the documents required for your application.

The University aims to increase the number of women in research and teaching and explicitly encourages qualified women to apply. Equally qualified female applicants will receive preference in accordance with the Hamburg act on gender equality (Hamburgisches Gleichstellungsgesetz, HmbGleiG).

Qualified disabled candidates or applicants with equivalent status receive preference in the application process.

For further information, please contact us via email: [cmi.wiso@uni-hamburg.de](mailto:cmi.wiso@uni-hamburg.de) or consult our website at <http://www.wiso.uni-hamburg.de/cmi/>.

Applications should include a cover letter, a tabular curriculum vitae, and copies of degree certificate(s). Please send applications by 15 th of January 2020 to: [cmi.wiso@uni-hamburg.de](mailto:cmi.wiso@uni-hamburg.de).

Please do not submit original documents as we are **not** able to return them. Any documents sub-mitted will be destroyed after the application process has concluded.