

Job posting

The **Chair of Marketing and Consumer Research** at Technical University of Munich (TUM School of Management), in Freising, Weihenstephan (Germany) seeks to hire a

Research Associate / Ph. D. student

starting March 1, 2023. Initial appointment will be for three years (extendable to five years). Salaries are in accordance with the German State Regulated Public Service Salary Scale (TV-L E13 75%).

Your Tasks:

The successful candidate is expected to participate in an EU-funded research project on the acceptance of innovative plant-based food products. Work will involve consumer and firm surveys and an analysis of the innovation environment. Strong quantitative skills are desired. Willingness to take over teaching tasks is expected.

Your Profile:

- Above-average Master degree in Marketing, Consumer Research or Applied Economics
- Good skills to work with quantitative data and statistical models
- Passionate about research
- Independent and committed working style
- Ability to think conceptually and analytically
- Very good command of spoken and written English, knowledge of German is an advantage but not required

Our Offer:

The Chair of Marketing and Consumer Research has a history in research on food consumption and information behavior of consumers. We offer a stimulating working environment that promotes creativity and collegiality. The position offers ample opportunities for independent research, collaborative work and further qualification within the TUM Graduate School, including research stays abroad if desired.

Your Applications:

Applications are expected until January 8, 2023 or until the position is filled. Please send a cover letter that explains how this position fits your experience and goals, curriculum vitae, scans of key documents (transcripts, degree certificates). If applicable, please also include a sample of your research writing (e.g., Master thesis). Please send your application to Helga Brandstetter (she/her) (hbrandstetter@tum.de). For further information contact the head of the chair group, Professor Jutta Roosen (she/her) (jroosen@tum.de or +49 8161 71-3318).

More information on the chair group and our activities is available at <https://www.msl.mgt.tum.de/en/mcr/home/>

Technical University of Munich

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