

# PhD or Post-Doctoral Positions in Marketing and/or Consumer Behavior

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TUM School of Management is looking for two PhD candidates / research assistants ("Wissenschaftliche(r) Mitarbeiter(in)") or Post-Doctoral candidates in marketing under the guidance of Prof. Christoph Fuchs starting in Spring/Summer 2015. More information about the position, the school, and the professor is provided below.

## Position

TUM is seeking highly motivated PhD students / research assistants or Post-docs who desire to pursue an academic career in the field of marketing. A strong applicant is highly motivated to conduct novel, high quality research within the field of consumer behavior and/or within the field of innovation and marketing strategy and has a background in psychology, business, statistics, or a related field. Recent research projects at TUM include, for example, consumers' response to new products and marketing strategies as well as new product development and innovation. Successful candidates will contribute to the school's teaching program, including the opportunity to design and teach their own courses.

Following the standard German model, successful candidates will be employed as a full-time (100%) research assistant at level E 13 TV-L of the German public sector pay scale. While the specific salary is determined based on individual qualification, the minimum gross monthly salary already exceeds €3,100 (more information is available at [http://portal.mytum.de/archiv/form\\_personal/archive\\_folder.2005-11-24.1472782828/20100419\\_101551/index\\_html](http://portal.mytum.de/archiv/form_personal/archive_folder.2005-11-24.1472782828/20100419_101551/index_html)). This generous salary is awarded as candidates will be required to complete teaching as well as administrative duties. However, it is extremely important to us that candidates will be able to spend as much time as possible on conducting research. Contracts will initially be limited to a two-year-period, but can be extended twice by one year.

## Requirements

*PhD candidates:* You have (or are close to completing) an outstanding university degree (e.g, MSc) in psychology, business, or from related fields such as econometrics/statistics, economics, computer science, mathematics, etc. Furthermore, we expect good knowledge in statistics and in conducting empirical research as well as explicit interest in and motivation for scientific research.

*Post-doctoral candidates:* You have completed (or are close to completing) a PhD degree in one of the above or a related subject, with solid training in empirical research (preferably in experimental/behavioral research). Ideally, you have proven to be able to publish in top tier journals.

An excellent grasp of written and spoken English is mandatory. Psychological training, econometric and basic programming skills are assets. Beyond any formal requirements, we are looking for highly motivated, curious, and stress resistant individuals who are willing to take on responsibility and go the extra mile.

## Application procedure

Please send a cover letter (specifying your research interests, motivation for an academic career, and possible starting date), your resume, and relevant certificates (copies) via email only to Prof. Christoph Fuchs (christoph.fuchs@tum.de) preferably before February 22nd, 2015. Review of applications will start on February 23rd. The position will remain open until filled. Academic references or examples of academic work are not required for PhD positions, but will be assessed favorably. Please also direct any questions you may have about the position to the same address. Applicants for post-doctoral positions should submit at least one academic reference, as well as a job market paper, a statement of research interests, and an overview of accumulated teaching experience.

As part of the excellence initiative of the German federal and state governments, Technische Universität München has been pursuing the strategic goal of substantially increasing the proportion of women in research and teaching. Thus, female candidates are explicitly encouraged to apply for this position. Preference will be given to disabled candidates with essentially the same level of qualifications.

## About the School

TUM School of Management takes a unique approach to research and teaching, which take place at the highest possible level and directly at the interface of business management, engineering, natural and life sciences. Since its establishment in 2002 as the 12th faculty of TUM, TUM School of Management has successfully carried out interdisciplinary and interfaculty research and has successfully collaborated and cooperated with external research facilities. The faculty has a total of more than 25 professors with some 250 staff. As one of the youngest business schools in Germany, TUM School of Management has been very successful in quickly reaching top positions in prestigious rankings, both in terms of excellence in research and teaching. Recently, Handelsblatt acknowledged the TUM School of Management as the most research-intensive German faculty among German universities.

The main campus of TUM School of Management is located in the heart of Munich, close to the business and cultural center of the city. Munich is consistently highly ranked as one of the cities with high quality of life, much owing to its excellent international connections, robust infrastructure, unique cultural heritage, and geographical position - located at the very edge of Alps, and surrounded by lakes, Munich offers an ideal combination of exciting urban living and activities in nature year-round. Both world-class German companies, such as BMW, Allianz and Siemens, and global players (e.g. Microsoft, General Electric, and Intel) have a strong presence in the region, which is also proud of its strong entrepreneurial community - for example, a strong biotechnology cluster resides just outside the city limits.

## About the Professor

Dr. Christoph Fuchs is Professor of Marketing at the TUM School of Management. He is also visiting Professor at the Rotterdam School of Economics, Erasmus University. Prof. Fuchs' research focuses on the interplay between marketing strategy, consumer behavior and innovation. His research has been published in premier marketing and management journals such as the Journal of Marketing or Management Science and received prestigious awards including the Thomas Hustad Award 2011 for the best paper published in the Journal of Product Innovation Management. Professor Fuchs sits on the editorial boards of the International Journal of Research in Marketing and the Journal of Product Innovation Management and regularly serves as reviewer for other leading journals (e.g., the Journal of Marketing, Journal of Consumer Research, PLOS ONE, etc.).