

**Research Fellow (PhD Candidate) (m/f/d)  
at the Center for Digital Transformation – TUM School of Management  
(Pay group TV-L E13, 100%)**

We are currently seeking a highly motivated Research Fellow (PhD Candidate) in the field of **Digital Marketing** to join the team of Prof. Dr. Martin Meißner at TUM Campus Heilbronn. This position is available immediately and is fixed for a term of 3 years, with the possibility of extension. As part of this role, candidates will have the opportunity - and are encouraged - to pursue a doctoral degree. In addition to research, the fellow will also take on teaching responsibilities.

#### Research Focus

Our Digital Marketing team focuses on cutting-edge research in the areas of social media, virtual and augmented reality, decision-making, and eye-tracking. We employ quantitative-empirical research methodologies utilizing advanced methods. Our research is inherently interdisciplinary, fostering collaboration with the fields of information systems, innovation management, and psychology.

#### About us

The TUM Campus in Heilbronn is part of the renowned Technical University of Munich, which is ranked among the top universities in Europe. Top performance in research and teaching, interdisciplinarity and talent promotion are its hallmarks. In addition, it has strong alliances with companies and with scientific institutions around the world. TUM is one of the first three universities of excellence in Germany. The TUM School of Management is also the first management school at a technical university in Germany to receive Triple Crown accreditation. Worldwide, only about 80 institutions (about 1%) can boast this distinction.

The **Center for Digital Transformation** at TUM Campus Heilbronn conducts research on the challenges and opportunities of digitalization, with the goal of developing practical solutions that benefit both society and the economy. Our research outcomes directly influence our teaching, preparing students for future challenges in a rapidly evolving world.

#### Your tasks...

- Completion of a PhD under professional supervision
- Participation in high-quality research projects aimed at publication in top international journals
- Presentation of research findings at international conferences
- Teaching in the field of marketing
- Supervision of Bachelor's and Master's students
- Administrative duties
- Collaboration with other universities, research institutions, and industry

#### Your profile...

- Master's degree in information systems, computer science, business/management, or psychology
- Experience with data analysis
- Familiarity with eye tracking or virtual reality environments is a plus
- Strong analytical skills
- Proficiency in machine learning techniques is a plus
- A strong interest in scientific research with the goal of obtaining a doctoral degree
- High motivation and enthusiasm for working in an interdisciplinary research environment

#### We offer...

- A welcoming, interdisciplinary research community at the Center for Digital Transformation, with 6 professors and an expanding team of PhD students
- The opportunity to conduct innovative research at the intersection of consumer behavior and technology
- Access to state-of-the-art facilities, including virtual and augmented reality equipment and eye-tracking technology
- Participation in international conferences
- A vibrant, supportive international scientific network
- A diverse and inclusive working environment
- Extensive advanced training opportunities

TUM is committed to increasing the representation of women in its workforce and strongly encourages applications from qualified female candidates. Candidates with disabilities will be given preference in the case of equivalent qualifications. The position can also be filled on a part-time basis. Remuneration is based on the collective wage agreement of the federal states (TV-L E13), depending on qualifications.

#### Application Process

We look forward to receiving your detailed application (cover letter, CV, academic transcripts, and references, if available) by **March 13, 2025**, as a single PDF document via e-mail to [bewerbungen.cdt@mgt.tum.de](mailto:bewerbungen.cdt@mgt.tum.de), with the subject line: "**Digital Marketing**". If you have any questions, please contact Ms. Corina Häußermann ([bewerbungen.cdt@mgt.tum.de](mailto:bewerbungen.cdt@mgt.tum.de)). We look forward to welcoming motivated and inquisitive minds to our team!

#### Data Protection

As part of your application, you provide personal data to the Technical University of Munich (TUM). Please view our privacy policy on collecting and processing personal data in the course of the application process pursuant to Art. 13 of the General Data Protection Regulation of the European Union (GDPR) at <https://portal.mytum.de/kompass/datenschutz/Bewerbung>. By submitting your application, you confirm to have read and understood the data protection information provided by TUM.