

Job opportunity (Part-time)

The **Digital Marketing** team (Prof. Dr. Martin Meißner) at the Center for Digital Transformation of TUM School of Management, Campus Heilbronn, is recruiting a new

Student Assistant (m/f/d)

for the summer semester, starting from April 2025, to support research and teaching activities for 8-9 hours per week. We welcome applications from motivated students of all areas of expertise and study levels, either bachelor or master. We are open to applicants from TUM, HHN, and DHBW. We offer a part-time position during the semester, i.e. either one full working day or two half-days per week. During the semester break, working hours can be organized flexibly.

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.

Requirements

- Reliable, curious, proactive
- Above average results throughout your current and previous studies
- Basic skills in statistical computing software (ideally R or Python)
- Fluent in English (speech and writing)

Additional Preferred Skills

- Experience with scientific literature search
- Experience with conducting empirical research projects
- Data scraping skills

We offer

- Friendly and supporting work environment to foster your personal and professional development
- Fair and challenging tasks related to interesting and relevant research areas
- Flexible working hours
- An attractive, international work environment

If you identify with the outlined profile and have the feeling that we would match well as a team, please feel free to send an application to Ms. Yun Fu (yun.fu.hn@tum.de) with the following documents attached in digital form and in English or German language:

- letter of motivation (one-pager)
- transcript of records of bachelor studies (and master studies for master students)
- A-levels certificate
- CV

Please send any further inquiries about the student assistant position to yun.fu.hn@tum.de.
The application deadline is **Thursday, February 20, 2025**.

TUM strives to raise the proportion of women in its workforce and explicitly encourages applications from qualified women. Applications from disabled persons with essentially the same qualifications will be given preference.

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.