



University of Stuttgart

Prof. Dr.
Christina Kühnl

Post-Doc
(m/f/d)

The Chair of Business Administration and Marketing at the University of Stuttgart invites applications for a

Post-Doctoral Researcher

– Salary level TV-L 14 or A 13, 100% –

The Team

We work internationally in an open and cooperative atmosphere. Our research in the fields of strategic marketing, digital marketing, and product/innovation marketing contributes to the highest scientific level to solving current marketing problems in business, consumer behavior, or society. We present our work at international conferences and publish in leading international journals such as JM, JAMS, JR, or IJRM.

Your Tasks

- You conduct individual and collaborative research projects to promote your own academic achievements
- You contribute to and influence the research agenda of the Chair
- You participate in acquiring third party funding
- You teach courses in the Bachelor's and Master's programs of the Business Administration Institute (BWI) and supervise students with their theses
- You act as a mentor for the Chair's doctoral students and gain respective leadership qualifications
- If requested, you can work towards the completion of a habilitation (German post-doctoral degree)

Your Profile

- A completed PhD degree in business administration or closely related fields in social sciences, with a special emphasis on marketing topics
- A proven publication track record in top-tier marketing, (innovation) management, information systems, or psychology journals, or publication potential as evident in working papers or submitted papers that are invited for revision
- Research and teaching experience in one or multiple of the following sub-fields: quantitative methods, marketing strategy, digital marketing, or consumer behavior
- A very good understanding of quantitative methods, including study design and statistical analyses, and a very good command of relevant software packages (e.g., Stata, R, Python, SPSS, Mplus)
- Alternatively, a very good understanding of qualitative methods
- Excellent oral and written English proficiency
- Experience and readiness to engage with leaders and organizations in field work
- The ability to work in and guide a team; curiosity and discipline, self-reliance and initiative taking, as well as integrity and creativity
- Non-native German speaking candidates should be willing to acquire sufficient knowledge in German for teaching purposes

Applications should include a cover letter, a CV, copies of degree certificates, and three manuscripts or working papers.

Please send applications by **1st of March 2020** to Prof. Dr. Christina Kühnl at christina.kuehnl@bwi.uni-stuttgart.de. Review of applications begin immediately and the search continues until the position is filled.

For further information, please contact Prof. Dr. Christina Kühnl via mail: christina.kuehnl@bwi.uni-stuttgart.de or phone: +49 711 685-82940, consult our website at <https://www.bwi.uni-stuttgart.de/abt6/>, or check LinkedIn: <https://www.linkedin.com/in/christina-kuehnl-1362a626>.

The University of Stuttgart aims to increase the number of women in research and teaching and explicitly encourages qualified women to apply. Qualified disabled candidates or applicants with equivalent status receive preference in the application process. Please also note the general data protection information, which are available at: www.uni-stuttgart.de/datenschutz/bewerbung/.