



## PhD Position

The Institute of Marketing (IfM) is seeking applications for a **doctoral position** in the area of marketing analytics.

Candidates should hold a Master's degree (or an equivalent) in either Psychology, Marketing, Information Systems, Computer Science, or any related field. An excellent command of English is required as well as practical data analysis experience in at least one command-line oriented language (R or Python).

The candidate will work towards her/his doctoral degree together with Christian Hildebrand, Professor of Marketing Analytics, on interdisciplinary research projects at the intersection of Psychology, Marketing, and Information Systems. The successful candidate will engage in current research and develop new research projects on the cognitive and affective mechanisms underlying consumer choices conditional on, for example, the use of natural-language processing interfaces (such as chatbots) or voice-controlled interfaces (such as Alexa, Siri, or Google Home).

Ideal candidates should have a strong dedication towards a scientific career and to be excited to conduct empirical research that is aimed at publishing in top-tier journals. We provide a stimulating research environment, access to an international network of scholars, participation in international conferences, a structured PhD program, and a competitive salary with international top universities.

Applicants should send a single PDF file including a motivation letter, CV, transcript of grades, and an exemplary piece of academic writing (Master thesis or term paper) directly to: [christian.hildebrand@unisg.ch](mailto:christian.hildebrand@unisg.ch)

The starting date is flexible and the position remains open until filled.