Research Associate at the Chair of Marketing and Retail
with Prof. Dr. Erik Maier
Part Time – 30 hours per week, for 3 years

As a research-oriented chair, our goal is to generate scientifically robust knowledge for companies, society, and the scientific community. Our research focuses on topics such as changing customer behavior in the face of digitization (e.g., the “Death of the High Street”, omnichannel behavior or the utilization of platforms), measurement of customer behavior, and consumer data privacy (e.g., the effect of GDPR cookie notices), and the effect on and utilization of technology by consumers (e.g., mobile self-checkout in the grocery stores). In our research project, we cooperate with companies, public entities, and international research partners. We collect and statistically analyze both observational and experimental data. Our goal is to make our research results accessible to the scientific and managerial community and the wider public through publication in high-ranking international journals. We offer you the opportunity to initiate your own or participate in existing research projects, thus further extending your methodological and theoretical capabilities. We support you in obtaining a doctoral degree.

Your tasks:
- Your work focuses on research but also supports the other activities of the chair.
- You research independently and support the research projects of the Chair. You participate in the publication process of your and our research projects. You present your research results at international conferences.
- You participate in research cooperations with companies and third-party-funded projects.
- You support us in teaching, supervision of theses, and the management of student field projects.

Your profile:
- You obtained a scientific degree (Master’s or equivalent) in business studies, marketing, analytics, or an adjacent field (e.g., psychology, informatics).
- You have sound knowledge of marketing and statistics, including experience in the quantitative data analysis with statistical software (e.g., R).
- You have a strong interest in scientific research and enjoy working in research teams.
- You possess excellent language skills in English and ideally also know German.

We offer:
- a professional, inspiring and international working environment
- active supervision and close integration into relevant international research networks
- support for your doctoral project and free participation in the HHL doctoral program
- a wide range of offers within the framework of the company health promotion scheme
- 30 days annual leave
- a workplace on a lively campus in a green environment close to the city centre

Contact:
Human Resources | Jana Kunath | T +49 341 9851 646 | bewerbung@hhl.de

We are looking forward to your application!