

Job Posting – Ph.D. student and teaching assistant

University of Cologne

The University of Cologne is the largest universities in Germany drawing on one of the longest academic traditions. Located in the heart of Europe, Cologne has always been a very international city. Today, non-Germans make up almost 20% of the total population of the city, which continues to benefit from newcomers from abroad and from the constant influx of younger people from other parts of Germany.

Department of Retailing and Customer Relationship Management

The Department of Retailing and Customer Relationship Management at the University of Cologne is well-known for its research in retailing and customer relationship management issues. Prof. Werner Reinartz, the director of the department, has been previously teaching and researching at INSEAD, Fontainebleau for eight years. The department has a strong focus on academic research to be published in high-level international journals. At the same time we work on managerially relevant problems with an international perspective. The major fields of research of the department are CRM (Customer Relationship Management), management and marketing in the retailing sector, distribution and market channel management, as well as service management. We have a strong empirical working tradition - often in cooperation with companies.

Responsibilities

Applications are invited for an appointment as a PhD student. As a PhD student you will study the relevant literature and apply statistical and econometric methods to meaningful and interesting marketing questions. The marketing domain, with its overwhelming availability of data on customer behavior is a fertile ground for applying sophisticated statistical analysis. An essential part of the research activities of the candidate will be dedicated to his/her work on a Ph.D. project (supervisor will be Prof. Dr. Werner Reinartz). The candidate will also be involved in additional international research projects. The outcome of these projects will disseminated through publishing in international research journals as well as through presentations at international academic conferences. Attending advanced graduate courses is part of the training. In addition, the candidate will participate in the organizational management and support of the department (teaching assistance, research assistance, administrative support, etc.).

Requirements/education

We are looking for candidate with a master's degree or equivalent in (applied) statistics or econometrics with strong results. You should have an interest in applying state-of-the-art methodologies to relevant empirical management problems. A very good written and oral command of the English language is required (German language skills are a plus but not a prerequisite). We are looking for a highly motivated and flexible person who performs well in a team environment. Informative references are highly desirable.

Our offer:

- the opportunity to obtain a Ph.D. degree at an internationally recognized university and department
- a rigorous and systematic doctoral training with respect to marketing theory and applied empirical marketing problems
- a platform for applying advanced statistical know how that creates managerial impact
- a supportive, motivated, and dynamic team

Conditions of Employment

The University of Cologne has an excellent policy concerning terms of employment. The contract is initially temporary for one year, but the explicit purpose is to extend the contract up to four years, depending on the initial performance. The gross salary starts with \cong €2113 (3/4 position \cong 30hours) per month in the first year.

Interested candidates should send their application, resume, statement of research interest, and informative references to: Prof. Dr. Werner Reinartz, c/o Dipl.-Kff. Katia Allexi, Department of Retailing and Customer Relationship Management, University of Cologne, Albertus-Magnus-Platz, 50923 Cologne, Germany.