

## JOB OPPORTUNITY – WU VIENNA – TEACHING AND RESEARCH ASSOCIATE

The **Institute for Marketing & Consumer Research** is currently inviting applications for a **30 hours/week Teaching and Research Associate position** (pre-doc, employee subject to the terms of the Collective Bargaining Agreement for University Staff - *Angestellte/r gemäß Kollektivvertrag für die Arbeitnehmer/innen der Universitäten*; minimum gross monthly salary, paid 14 times per year: Euro 2,148.38, recognition of previous employment - if relevant to the advertised position - possible). This employee position will be limited to a period of six years, starting as soon as possible.

Please note that under the terms of the WU personnel development plan, the position of Teaching and Research Associate is limited to an employment period of not more than six years. Applicants who are already employed at WU as substitute employees can therefore only be employed for the time remaining to complete the six-year period. Persons who have already been employed at WU in a Teaching and Research Associate position can only be re-employed in an Assistant Professor, tenure track position. Qualified candidates with disabilities are strongly encouraged to apply for this position.

### **About:**

The Institute for Marketing & Consumer Research (m.core) is part of the Marketing Department at WU Vienna. The team is committed to excellence and relevance in researching and teaching at the intersection of psychology and marketing and offers structures that allow for this (wellreputed research seminar series, lab facilities, staff trainings, brownbag seminars, conference support, etc.). Members of the institute are actively engaged in the international scientific community, they work interdisciplinary, and they aim to publish the output of their research in renowned international peer-reviewed journals putting a particular focus on star publications. The institute offers a dedicated specialisation in the bachelor program and contributes to WU's master and PhD programs. It also nourishes tight links to the business world and frequently engages in industry projects; partly in the form of practice-led teaching. Team spirit, interdisciplinary and intellectual curiosity distinguish the institute.

In its research m.core focusses on core topics in consumer behavior, from product perception to marketing communication. Internationally, the team is especially known for its expertise in the area of psychological ownership.

We are a passionate group of people that are united by their desire to tackle many of the questions that currently dominate the market (including issues of sustainability and digitalization). We are proud of our team spirit and a culture in which we mutually support each other including through constructive feedback. We seek a person that can support the team in both its task and spirit. The successful candidate will be integrated in the institute's core agendas and research foci while simultaneously obtaining the opportunity to develop their academic skill set and profile.

**Responsibilities:**

- conducting pertinent research with the objective to present and publish it in high-impact international outlets (the pursuit of a PhD is highly encouraged)
- collaborating on central research projects of the institute (including practice project) and contributing to endeavours aiming at third party funding
- commensurate with prior experiences teaching on bachelor and master level as well as co-supervision of bachelor and master theses
- administrative tasks to support the successful operation of the institute

**Your Profile:**

- master degree in business or related disciplines that provide a solid grounding for the pursuit of consumer research (e.g., psychology, sociology, communication sciences, economics, anthropology)
- sound theoretical knowledge in fields relevant to consumer behavior. Sound knowledge in Marketing is desirable and will have to be acquired in case of a lack of prior knowledge.
- sound methodological skills and knowledge (preferably in quantitative research methods although candidates with sound skills in qualitative research methods will also be considered)
- excellent analytical and writing skills
- the ability to present complex matters
- excellent English skills, written and spoken; proficiency in German is desirable
- prior experiences in teaching or research are desirable

For further questions in regard to this position please contact Prof. Bernadette Kamleitner ([bernadette.kamleitner@wu.ac.at](mailto:bernadette.kamleitner@wu.ac.at)).

To apply, please provide a complete CV, a letter of motivation, a grade sheet of your master program and a pdf of your master thesis. Recommendation letters and additional evidence of prior relevant experiences are welcome.

**Reference Number: 3896**

**Application materials can be submitted online until April 10, 2019. at**

**[https://bach.wu.ac.at/z/va/aac/er\\_admin/form\\_html?ausssc=3896&txt=Teaching%20and%20Research%20Associate](https://bach.wu.ac.at/z/va/aac/er_admin/form_html?ausssc=3896&txt=Teaching%20and%20Research%20Associate)**