

45,000 students, 8,000 employees in teaching, research and administration, who together shape future perspectives - that is the University of Münster. Embedded in the atmosphere of the city of Münster with its high quality of life, it attracts students and scientists from Germany and abroad with its diverse research profile and attractive teaching offers.



The Chair of Value-Based Marketing  
at the Marketing Center Münster (School of Business and Economics)  
of the University of Münster has a vacancy for a

### **Research Assistant (m/f/d) (E 13 TV-L)**

**starting August 1<sup>st</sup>, 2024** (or later). We offer a 3-year temporary position (75%, working hours: 29 hours 52 minutes). The position includes a teaching load. This corresponds to 4 semester hours per week (SWS) during a semester on a full-time basis.

#### **About the Chair of Value-Based Marketing**

Our research focuses on how firms can create value to their customers and ultimately value to the firm, and we are interested in the role of technology to enhance customer experiences. Recently, we have started research projects that aim to demonstrate the role of marketing for a livable future. We have a strong quantitative focus and thus aim to demonstrate marketing's impact on the financial success of firms.

Our current research cover the following topics:

- Designing Digital Customer Interfaces
- Sustainable Consumer Behavior
- The Intersection of Marketing, Data Science and Social Responsibility
- Marketing Performance Measurement in the Digital Age

[Learn more about our current research projects.](#)

To ensure the high quality of our research, we continuously discuss our research projects internally and present our work at conferences to receive feedback. We further collaborate with researchers outside the University of Münster to leverage areas of expertise.

### What can you expect?

- The position involves the possibility to **pursue a doctorate** of the German degree of ‘Dr. rer. pol.’.
- You participate in the school’s **doctoral studies program** to enhance your knowledge.
- You are going to work on research projects related to sustainability and marketing performance measurement.
- We motivate you to present your research at international conferences, and ideally publish your work in renowned academic journals.
- We provide you the **opportunity to spend 50% of your working hours on research**.
- You contribute to our teaching activities by, for example, supervising Bachelor and Master thesis.
- You will be responsible for administrative tasks.

### What do we expect?

- You have earned or will soon earn an above-average Master of Science degree (or comparable) in business administration, economics or a related field.
- You have a very good understanding of **statistical data analysis/econometrics**.
- You are passionate about **sustainability** and **marketing performance measurement**.
- You have **very good analytical skills** and creative thinking.
- Working empirically means fun to you. You are **open to new things** and always want to challenge yourself.
- You have very good German and English language skills.
- You **work independently**, organized and structured.
- You are **motivated**, flexible and enjoy working in a team.

### Your benefits

- **Appreciation, commitment, openness** and **respect** – these values are important to us.
- You will work in a motivated [team](#) that wants to make a difference.
- We promote the **personal development** of our employees through training opportunities.
- We offer a **professional, ambitious** and **family-friendly** environment.
- The university offers sports and health activities to ensure your **work-life balance**.
- You benefit from numerous public service benefits.

## Have we aroused your interest? Then apply by April 30<sup>th</sup>, 2024!

Please send your application in digital form to apl. Prof. Dr. Sonja Gensler ([s.gensler@uni-muenster.de](mailto:s.gensler@uni-muenster.de)) by **April 30<sup>th</sup>, 2024** at the latest. Please include a short statement what research topics you are passionate about, and also indicate your desired starting date.

The University of Münster strongly supports equal opportunity and diversity. We welcome all applicants regardless of sex, nationality, ethnic or social background, religion or worldview, disability, age, sexual orientation or gender identity. We are committed to creating family-friendly working conditions.

We actively encourage applications by women. Women with equivalent qualifications and academic achievements will be preferentially considered unless these are outweighed by reasons which necessitate the selection of another candidate.

The University of Münster has set itself the goal of employing more people with disabilities. In the case of equal qualifications, applicants with recognized severe disabilities will be given preference.

University of Münster  
School of Business and Economics  
Chair of Value-Based Marketing | Marketing Center Münster  
apl. Prof. Dr. Sonja Gensler  
Am Stadtgraben 13-15  
48143 Münster