

### **Teaching and Research Associate (PhD Fellowship)**

Institute for Interactive Marketing and Social Media (<http://www.wu.ac.at/imsm/>) at WU Wien, led by Professor Nadia Abou Nabout (<http://www.wu.ac.at/imsm/team/about/>), is inviting applications for a position as a teaching and research associate starting in summer 2019. More information about the position and the institute is provided below.

#### **About the Institute**

The Institute for Interactive Marketing & Social Media (IMSM) aims at being a leading institution for research and education in the area of digital marketing. The rapid growth of digital technologies and social media has a profound impact on consumer behavior, leading to radically new businesses and challenging incumbents to adapt their marketing strategies. Therefore, our goal is to do research that focuses on new business problems and groundbreaking innovations arising from developments in information technology. We use empirical data (mostly in the form of "big data") and apply quantitative methods to tackle and solve these problems in order to ultimately make better marketing decisions and realize more desirable outcomes for firms and consumers. Our students are trained to be the next generation of digital marketing managers with strong analytical skills and a profound knowledge of the mechanics of the digital marketing ecosystem, the social media environment, and the challenges in these areas. Finally, we strongly believe that it is IMSM's responsibility to facilitate knowledge dissemination about digital marketing within the broader society.

#### **About the Position**

We are looking for a dynamic, self-motivated individual with a desire to embark on an academic career. You will join a vibrant and ambitious team of internationally minded academics aspiring to the highest standards of research and teaching. Collaboration with other members of the university and our international network will be actively supported.

Regarding the substantive focus, we seek an individual conducting cutting-edge research in the fields of social and interactive media by utilizing big data approaches. Developments in information technology have increased access to large-scale data on consumer behavior, which we use in our projects to help firms make better marketing decisions ("data-driven marketing"). Current focus areas in digital and social media marketing for which we seek applications include, real-time bidding and programmatic buying, targeting, customer journey analysis, and social media marketing. You will also be welcome to pursue your research ideas related to these topics and will be working on your own independent research activities (i.e. dissertation/PhD).

Your work should eventually be aimed at helping companies make better marketing decisions – it is empirical in nature and typically located at the interface of information systems and marketing.



**Your profile:**

You have an outstanding master degree (or equivalent qualification) in economics, management, management information systems, business engineering, mathematics, physics, or computer science (or a related field) with a strong focus on quantitative topics such as (quantitative) marketing, econometrics, operations research, or finance.

Furthermore, we expect very good knowledge of statistics and empirical research methods. This includes the ability to process and analyze large empirical data sets using appropriate software packages (e.g., R, Stata). Programming skills (e.g., Python, SQL) and experience in digital marketing (e.g., through internships or student jobs) are an asset. In addition, an excellent grasp of written and spoken English is required.

Beyond any formal requirements, we are looking for enthusiastic, curious team players who are passionate about research and willing to take on responsibility. You should have a passion for interactive and social media and its analytical opportunities to improve marketing decisions.

Please send a cover letter (specifying your research interests, motivation for an academic career, and possible starting date), your resume, and relevant certificates (copies are fine). Academic references or examples of academic work are not required, but will be assessed favorably.

Please send your application in English!

<https://www.wu.ac.at/karriere/arbeiten-an-der-wu/jobangebote/>

Informal inquiries should be directed to Olivera Jeremic, phone: +43 1 313 36 4905, email [olivera.jeremic@wu.ac.at](mailto:olivera.jeremic@wu.ac.at). Application materials can be submitted online until November 13, 2019.