The Chair of Marketing at the Faculty of Business Administration and Economics of the European University Viadrina invites applications for a

Research Assistant in the area of Marketing  
(ID 1216-20-03)  
(part time 75%, salary group 13 TV-L)

starting Dezember 1, 2020.

The position is funded by the German Research Foundation (DFG) for a research project entitled:

“Explaining Cross-Cultural Variations in the Use and Effects of Humor in Advertising”.

The research assistant is expected to conduct under the guidance of the lead researcher (Martin Eisend) several empirical studies, including a content analysis, a meta-analysis, and an experiment that address the topic of the research project. S/he is further expected to contribute to the presentation and distribution of the studies’ findings.

The appointment is fixed-term and ends after 2 years and 3 month.

The ideal candidate is expected

- to have a MSc degree (or equivalent) in Business or related areas;
- to have profound theoretical knowledge about the topic of the research project (i.e., humor and advertising);
- to have substantial and applied knowledge of research methods and statistical procedures that are typically applied in advertising research studies;
- to have a pronounced interest in research in marketing;
- and to have some insights in the process of paper writing, presentation at international conferences or publishing in international journals in the field.

Our team supports diversity, equality, and inclusion at the workplace. In particular, we encourage women, persons with a migration background and any members of minority groups in our society, as well as less advantaged persons to apply. Severely disabled applicants with equal qualification will be given preferential consideration.

The closing date for applications is November 15, 2020. Please forward your application (incl. CV, copies of certificates, etc.; indicate the above ID) by email to bewerbung@europa-uni.de