

PhD position in marketing University of Neuchâtel, Switzerland

We offer a **70% paid** PhD student position in marketing at the University of Neuchâtel starting **1st August 2021** or upon agreement.

Activities

- Commit to achieve a PhD thesis in marketing / consumer behavior under the supervision of Prof. Bruno Kocher
- Contribute to research and other scholarly activities
- Assist in marketing lectures and contribute to the related tasks (e.g., exam preparation, student support)

Requirements

- Master's degree in marketing, management, psychology, economics, or possibly a quantitative field such as engineering or statistics
- Evidence of an analytical mind and solid quantitative skills
- Demonstrated independence and initiative
- Ability to work in a multicultural environment
- Excellent command of English (oral and written)
- Good command of French or willingness to acquire it quickly
- Passion for research and teaching
- Interest for marketing and consumer behavior

We offer excellent conditions

- Salary ([Salary scale](#)): 2021 gross annual salary, 1st year employed at 100%: CHF 69'959.-
- 4 year contract
- Excellent working environment (university, infrastructure, city, sports offering)

University background

The University of Neuchâtel is a university on a human scale, with about 4'500 students. Its small size enables it to provide high-level training and to foster relationships between students and professors. It is one of the most international universities in Switzerland, with about 100 nationalities present and more than a fifth of the student body coming from abroad. Ideally located midway between Geneva and Zürich, in the heart of Europe, it is a perfect place to study or undertake high-level research in an idyllic setting between lake and mountains.

Information on the Management Institute is available at:

<https://www.unine.ch/imn/en/home.html>

Information on the doctoral program is available at:

<https://www.unine.ch/seco/en/home/formations/doctorat.html>

Application procedure and deadline

The application files, containing a CV (with 3 references), a statement of interest, copies of diplomas with grade transcripts, a representative scientific work such as a master's thesis or a research proposal for the PhD thesis and GMAT or GRE scores if available should be sent **by email** (subject: PhD MKT) to sara.wenger@unine.ch and bruno.kocher@unine.ch. Please also mention in your e-mail how you learnt about this position.

Applications will be processed as they come with a deadline on May, 15th 2021.

The University of Neuchâtel is actively engaged in the implementation of its responsibility and provides non-discriminatory working conditions.