

Postdoctoral research position in marketing (80%) University of Neuchâtel, Switzerland

We offer a **80% paid** Postdoctoral position in marketing starting **1st August 2025**. The hired candidate will work on a groundbreaking project on the effect of dark patterns in online shopping environment funded by the **Swiss National Science Foundation**. The project will seek to understand the variables that condition the effectiveness of **dark patterns**, evaluate how consumers identify and interpret dark patterns, and implement interventions (consumer strategies and policies) to **empower consumers** to make shopping decisions that are in line with their objectives.

Your Responsibilities

As a postdoctoral researcher, you will:

- Lead the design and execution of experiments testing interventions to empower users.
- Conduct advanced statistical analyses.
- Develop strategies that reduce consumer vulnerability.
- Publish findings in top-tier academic journals and present at international conferences.
- Engage with policymakers and consumer protection organizations to translate research into impact.

The successful candidate will work in close relationship with a PhD student, Prof. Valéry Bezençon (supervisor and project co-applicant), Prof. Adrian Holzer (project applicant) and Prof. Sascha Alavi (partner).

Your Profile

- Recently completed a PhD in marketing, behavioral science, economics, data science, or a related discipline (latest at the start date).
- Expertise in experimental research design.
- Skills in quantitative analysis.
- Theoretical knowledge of consumer behavior in online environments.
- Strong publication potential (as demonstrated by publications or research in revisions).
- Excellent command of English (oral and written).

We offer excellent conditions

- Salary: 92'363 – 99'817 CHF (~106'800 EUR) for a person employed at 100%
- Project duration: 4 years
- Excellent working environment (university, infrastructure, city, sports and culture offering)

University background

The University of Neuchâtel has ~4'500 students who benefit from top-level academic trainings with excellent support. It is one of the most international universities in Switzerland, with about 100 nationalities present and a quarter of students coming from abroad. Ideally located between Geneva and Zürich, in the heart of Europe, it is a perfect place to undertake high-level research in an idyllic setting between lake and mountains.

Application procedure and deadline

The application files, containing a statement of interest, a CV, copies of diplomas with grade transcripts, a representative scientific work as a first author (e.g. working paper), GMAT or GRE scores if available, should be uploaded via this application form: https://neuchatel.eu.qualtrics.com/jfe/form/SV_5sXmQiOrvbpMkGa

Applications will be processed as they come with **a deadline on 30th May 2025**.

The University of Neuchâtel provides non-discriminatory working conditions.