

## Postdoctoral research position in marketing (75%) University of Neuchâtel, Switzerland

We offer a **75% paid** Postdoctoral position in marketing, to join a groundbreaking project examining consumer relationships with digital platforms, such as Google or Amazon, starting **1<sup>st</sup> January 2026**. This research **funded by the Swiss National Science Foundation** explores how digital platforms affect consumer behaviors, dependency, and digital well-being. The project aims to identify and test consumer empowerment strategies, providing actionable solutions to enhance user control over their digital presence.

### Your Responsibilities

As a postdoctoral researcher, you will:

- Design and run field experiments testing interventions to empower users.
- Conduct advanced statistical modeling to analyze how consumer costs evolve over time.
- Integrate survey data with real usage data, applying mixed-method approaches.
- 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 (the supervisor), Prof. Sascha Alavi, University of Oldenburg and Dr. Ertugrul Uysal, ETHZ.

### Your Profile

- Recently completed a PhD in marketing, behavioral science, economics, data science, or a related discipline (latest at the start date).
- Expertise in designing experiments, managing large datasets, including survey-data.
- Strong skills in quantitative analysis; experience in latent growth modeling, differences-in-differences, or similar longitudinal techniques is a plus.
- 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 – 97'332 CHF (~103'000 EUR) for a person employed at 100%
- Project duration: 3 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\\_8oCnyVd8hJskG1M](https://neuchatel.eu.qualtrics.com/jfe/form/SV_8oCnyVd8hJskG1M) (a project summary is available on the first page of the form). Applications will be processed as they come with **a deadline on 30<sup>th</sup> October 2025**. The University of Neuchâtel provides non-discriminatory working conditions.