



The URPP Social Networks is seeking strong applicants for

## PhD Position in Data-driven Computational Marketing

supported by the interdisciplinary project “*How individual-level choices drive collective consumer behavior in social networks*”, recently approved by the Swiss National Science Foundation (SNSF).

The University Research Priority Program (URPP) on Social Networks is one of the University of Zurich’s current excellent research priority programs ([www.socialnetworks.uzh.ch](http://www.socialnetworks.uzh.ch)). The SNSF project that supports the position will use empirical data, experiments, and numeric simulations to understand the link between individual-level choices with the collective success of new products and their creators in social systems. Within this overarching goal, the candidate is expected to focus on one among two objectives: (1) identify drivers of success along the lifecycle of influencers and product creators in online environments; (2) develop and validate new data-driven models of innovation diffusion on social networks. The candidate’s research will not only advance theoretical understanding but also derive its implications for influencer marketing and seeding policies adopted by firms. The outcomes of this project will target leading management and interdisciplinary journals, which will position the candidate ideally to apply for post-doctoral and assistant professorship positions after the PhD.

### Your responsibilities

As a research associate, you will develop and implement research ideas within the interdisciplinary SNSF project described below, contribute to publications in leading scientific journals, and assist in teaching and supervising theses at the Bachelor or Master level. You will apply and successfully complete your PhD at the Graduate School of Business ([www.gsb.uzh.ch](http://www.gsb.uzh.ch)).

### We offer you

A position as a research assistant according to the guidelines of the University of Zurich. You work at the URPP Social Networks, in a group of interdisciplinary, skilled, dynamic, ambitious and passionate young scholars. Our Faculty of Economics, Management, and Informatics is one of the leading research faculties in Europe. As we prioritize research, we offer a motivating place to think, challenge and develop your ideas on a variety of scientific problems at the interface with practice.

### You bring with you

- MSc in Business Administration (with a focus on Data Science and related skills) or MSc in Computer Science, Statistics, Physics, and related quantitative disciplines.
- Strong interest in developing research of high relevance for firms and policymakers.
- Passion for sharing knowledge and teaching.
- Strong programming skills.
- Strong scientific writing skills or willingness to develop them.
- Very good expressiveness in English. (Very good expressiveness in German desirable.)

### How to apply

Applications must be sent by e-mail to: [market-research@business.uzh.ch](mailto:market-research@business.uzh.ch) (Email subject: “Application PhD position in Data-driven Marketing”). The application should be addressed to Dr. Manuel S. Mariani and Prof. Dr. René Algesheimer, and enclose the following documents in **one single PDF file** (Applications that do not follow these instructions will not be considered): (1) Motivation letter. (2) Current CV (Name and contact details of one referee, but no reference letters). (3) University diploma and grade transcripts. (4) Research statement outlining possible research questions related to the project briefly described above (max. 1 page).

The employment starts by agreement. Evaluations will continue until the position is filled.

