



PhD Candidate in Marketing / Consumer Behavior at Berner Fachhochschule and Università della Svizzera italiana

80-100% / Start 1. September 2024 / Limited until 31. August 2028

What you'll be doing here

- Work on an exciting research project (funded by the SNSF) at the intersection of consumer perceptions of artificial intelligence and pricing
- Write a cumulative doctoral thesis and scientific articles with the aim of publication in international top-tier scientific journals
- Receive the opportunity to complete a doctorate in cooperation with Università della Svizzera italiana, Institute of Marketing and Communication Management (IMCA)
- Engage in the network of doctoral students at the Bern University of Applied Sciences
- Support the marketing group in teaching activities (bachelor level)

What you'll bring with you

- You have a very good master's degree granted by a university in business or a related field (e.g., psychology) or you are about to complete your degree
- You have gained initial experience in qualitative and/or quantitative research methods or have a strong interest in these areas
- You are intrigued by both artificial intelligence and marketing, and are excited to find out what makes consumers tick
- You have an excellent command of written and spoken English
- You have perseverance, intrinsic motivation, and enthusiasm for science and academic research

► To find out more, contact sven.feurer@bfh.ch. To apply, visit www.bfh.ch/jobs