

The University of Passau owes its strong visibility and good reputation to excellent research, innovative teaching and its tight-knit international academic networks. Some 11,000 students from 100 countries and more than 1,300 staff study and work on our University campus, which is located a stone's throw from the historical Old Town of Passau and combines state-of-the-art technical infrastructure with award-winning architecture. Internationally successful high-tech companies and a vibrant start-up scene, coupled with a rich culture and Lower Bavarian traditions, give Passau and the surrounding area a special appeal that makes it a great place to live and work.

The **Chair of Marketing and Innovation** (Professor Jan Hendrik Schumann) and the **DFG Research Training Group 2720 "Digital Platform Ecosystems" (DPE)** at the **University of Passau** invite applications for the position of

**Doctoral Researcher  
(Ph.D. Candidate)**

in the area of **data-driven business models for digital platforms**

to start at the earliest convenience.

This is a **fully-funded part-time position (75% FTE)**, based on a fixed-term contract with a three-year term with the option of renewal. Remuneration is in accordance with pay grade E13 of the German public-sector collective agreement, TV-L; the salary step depends on your qualifications and experience.

We investigate the **design of data-driven business models for digital platforms** from the perspective of users and platform providers. From the user's perspective, we are exploring how consumers react to digital platforms monetizing users' personal data (e.g., when data is passed on to advertisers). From the provider's perspective, it is essential to balance additional revenues from (more intensive) use of the data with the potential deterrent effect of such monetization strategies on users. Our research aims to develop profitable and privacy-friendly data-driven business models in the context of digital platforms.

**What we seek**

- You are a highly motivated postgraduate with an excellent **master's degree in marketing, business administration, cultural studies, or psychology with a minor in business**.
- Very good analytical skills and most importantly a **keen interest in current economic and technical developments** in the field of **data-driven business models for digital platforms**.
- Interest in **empirical research** (e.g. surveys, experiments).
- Ability to work in a **multi-disciplinary team**, open-mindedness, and the motivation to work on a research project independently and diligently.
- Excellent spoken and written **English language skills**. Knowledge of German is not a requirement.

## What we offer

- The opportunity to pursue doctoral study at a **renowned German university** as part of a particularly strong research team with internationally recognised research activities at the highest scholarly level (see <https://www.wiwi.uni-passau.de/en/marketing-innovation/research>)
- Membership in the interdisciplinary **Research Training Group 2720 Digital Platform Ecosystems** (see <https://dpe.uni-passau.de/en> for details and activities) **funded by the German Research Foundation (DFG)**.
- **Your own research budget** for conference visits and hiring student workers to assist with research.
- **No formal teaching obligation** but opportunities to participate in and contribute to the Chair's teaching portfolio.
- A **tailored and structured doctoral programme**; a fully funded research visit abroad, external course programme (summer schools, workshops); co-supervision by international scholars and much more. The research training programme is designed such that students are enabled to complete their doctoral degree within three years.
- Research projects relevant for practitioners on the design of **data-driven business models of digital platforms**, which you will present at **national and international conferences**.
- **Excellent research infrastructure including IT equipment**, on one of the most beautiful university campuses in Germany.

## How to apply

- Please visit [www.dpe.uni-passau.de/en/application](http://www.dpe.uni-passau.de/en/application) for details on the application process.
- You can apply **at any time**, as we will be accepting applications until the position is filled.
- We will start reviewing received applications on **1<sup>st</sup> of December, 2023**.
- This position is for **Research Area A.2** under the primary supervision of Professor Jan Hendrik Schumann (<https://www.wiwi.uni-passau.de/en/marketing-innovation/team-of-chair/prof-dr-jan-h-schumann>). If you have any further questions, please contact [jan.schumann@uni-passau.de](mailto:jan.schumann@uni-passau.de)

The University of Passau wishes to increase the proportion of its female staff and expressly encourages women to apply for the position. This position is suitable for candidates with disabilities. Those who are registered disabled are given preference over non-disabled applicants who do not otherwise have statutory preferential status if their overall personal aptitudes, skills and qualifications are equal. Emailed applications are kept on file for six months after the conclusion of the appointment procedure, whereupon they are deleted from our systems. Please visit <http://www.uni-passau.de/en/university/current-vacancies> for our data privacy statement.