

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 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 Services** (Professor Dirk Totzek) at the **University of Passau** invites applications for the position of

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

starting **1 March 2026**.

This is a 0.75 full-time equivalent position, based on a fixed-term contract with a term of three years, with the option of renewal.

Duties and responsibilities

- Teach classes and supervise students
- Collaborate on research projects
- Provide administrative support to the chair
- Conduct your own doctoral research

Your profile

- Excellent master's degree in business administration, information systems or a related field (e.g. psychology with a minor in business; or business and intercultural studies)
- Strong interest in marketing and sales topics
- Experience in conducting empirical studies
- Solid statistical knowledge (e.g. SPSS, Stata, R)
- Excellent command of spoken and written English
- Knowledge of German would be advantageous but is not a requirement

What we offer you

- Remuneration in accordance with pay grade E13 of the German public-sector collective agreement TV-L; the salary step depends on your qualifications and experience.
- A wide range of research topics recognised in top-tier international journals (<https://www.wiwi.uni-passau.de/en/marketing-services/research/publications>), particularly in the areas of pricing, services research, and business-to-business marketing.
- Diverse contacts with national and international research partners and participation in international conferences.

- A rewarding, diverse and challenging academic position on a modern, verdant campus located on the banks of the river Inn, a few minutes' walk from the historic Old Town of Passau.
- A great work climate in a family-friendly environment.

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 who are registered disabled. Persons with disabilities 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.

If you have any further questions about this position, please contact Professor Dirk Totzek by e-mail (dirk.totzek@uni-passau.de).

To apply, please send your full application (even if you have not finished your Master's degree yet), including all supporting documents (such as your curriculum vitae and school, training and work certificates) as a single pdf file to marketing-services@uni-passau.de by no later than **30 November 2025**. The contact person in our office is Ms Bettina Schiermeier. E-mailed applications are kept on file for six months after the conclusion of the appointment procedure, whereupon they are deleted from our systems.

Please visit www.uni-passau.de/en/university/current-vacancies for our data privacy statement.