PhD Student (f/m) at the interface of marketing and management accounting

Job description:

The research will focus on marketing and sales in business markets and in particular on the role of customer value propositions. These express the benefits of a particular offering in financial terms for customers, making customer value propositions also a form of interorganizational management accounting. That is why this research is at the interface of marketing and management accounting, and experts from both areas will be involved in this research project.

The research will be based on survey data and possibly experimental data. Furthermore, field studies with firms are important to inspire the research ideas. You will also be involved in teaching tutorials and seminars in management accounting.

We offer:

- Interdisciplinary research, supported by Professor Martin Klarmann from Marketing and Professor Marc Wouters from Management Accounting
- Full-time, three-year contract, remuneration based on the Collective Agreement for the Public Service Sector
- Possibility to obtain a PhD degree

Qualification:

- Excellent academic results, and a Diploma or Master’s degree in Industrial Engineering, Business Economics, or a related study program from a good university
- Good knowledge of topics in accounting and marketing
- Good research skills, preferably in surveys or experiments
- Enthusiasm and professional attitude in interacting with students and firms.
- Reliable and independent worker, careful, good team player
- Very good German and English language skills

Salary:

The remuneration occurs on the basis of the wage agreement of the civil service in TV-L.

Institute: Institute of Management, Chair of Management Accounting

Contract duration: three years limited

Starting date: 01.04.2018

Application up to: 01.02.2018

Contact person in line-management: If you would like to know more about the position, please contact Prof. Wouters, Phone: +49 721/608-41580.
Application:

Please send your application (only by email, and preferably as pdf files) to: Karlsruhe Institute of Technology, Department of Economics and Management, Prof. Dr. Marc Wouters, Email: marc.wouters@kit.edu

KIT is an equal opportunity employer. Women are especially encouraged to apply. Applicants with disabilities will be preferentially considered if equally qualified.

KIT is certified as a family-friendly university (familienfreundliche Hochschule) and offers part-time employment, leaves for family-related reasons, dual career options, and individual coaching for family-work balance.