

Postdoctoral Senior researcher: Consumer behavior & Trend Research (m/f/d) Leading Non-Profit Institute for fundamental research Consumer behavior Germany

The Research Institute in Bavaria

This renowned institute for market research and consumer sentiment is a leading non-profit organisation, conducting **fundamental research in consumer behaviour and emerging consumer expectations** at the interface between academia and practice. An interdisciplinary approach is central to its work, and current plans focus on systematically expanding activities in the field of consumer and trend research as a centre of excellence.

Your Role as Senior Researcher

You will join an interdisciplinary team of researchers, academics, and practitioners with expertise in diverse areas of market and social research. Internally, you will collaborate closely with colleagues from data analytics, marketing, economics, and social sciences. Externally, you will maintain partnerships with leading academic institutions, research collaborators, and businesses across various sectors. This dynamic collaboration brings multiple perspectives to your work, enabling the creation of innovative solutions and insights.

Key Responsibilities

- Conduct scientific and foundational research on consumer and trend topics, with a focus on future developments and market shifts
- Manage research projects independently, employing innovative methods and approaches
- Establish and maintain international partnerships with academic institutions and research collaborators
- Analyse consumer behaviour, market trends, and societal developments to derive practical implications for businesses
- Present research findings at conferences and in academic publications

Education & Qualifications (m/f/d)

- **A university degree (Master's or equivalent)** in business, social sciences, psychology, or related disciplines
- **A completed doctorate (PhD)**
- **Proven independent fundamental research experience**, preferably in consumer and trend research, including work with international research institutions
- **A strong academic publication record** (recent and comprehensive)
- Sound knowledge of both qualitative and quantitative research methods
- Excellent analytical and solution-oriented thinking skills
- Fluent English (written and spoken); additional language skills are a plus
- Strong communication and teamworking skills, with an interest in interdisciplinary collaboration

Job contract offer

- A permanent contract with an attractive remuneration package
- Flexible working hours and the option to work remotely
- A responsible and varied position in a renowned, research-focused institute
- Opportunities to define your own research specialisms and develop internationally recognised collaborations
- Scope to further enhance and expand your academic expertise

We're looking forward hearing from you. Interested?

As recruitment consultants, we have been exclusively entrusted with this vacancy. If you are interested, please send your CV and cover letter (PDF format) to personalberatung@kontrast-gmbh.de. We will get in touch with further details. Our services are, of course, free of charge for applicants.



Please Send us your to personalberatung@kontrast-gmbh.de.
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