

## **Postdoctoral Senior researcher: Consumer Behavior/ Market Decisions NIM - Nuremberg Institute for Market Decisions/ formerly GfK**

### **The NIM Nuremberg Institute for Market Decisions - GfK**

The Nuremberg Institute for Market Decisions e.V. (NIM) is an independent non-profit research institute at the interface between science and practice. NIM conducts academic research with a focus on consumer behavior, how consumers make decisions - and how markets could change in the long term as a result.

### **Your role as a Postdoctoral Senior Researcher**

In this role, you will actively shape the development of academic research at NIM. You will work independently but in close coordination with the Scientific Directorate and collaborate closely with other researchers from various disciplines. The aim is to build up an internationally visible research profile that both radiates into the specialist community and provides impetus for economic and social discussions. Their work forms a bridge between academic excellence and application-oriented relevance.

### **Tasks and responsibilities**

- Independent scientific research on topics related to consumer decisions and behavior
- Establishment of a clear, internationally visible research profile
- Publication in renowned scientific journals (A-/A+ journals)
- Participation in research projects of the institute and development of own research approaches
- Scientific exchange and establishment of cooperation with international partners and universities
- Presentation of research results at conferences and in professional circles

### **Education & Qualifications (m/f/d)**

- University degree (Master or PhD) in economics, social sciences, psychology or related disciplines
- Successfully completed doctorate in one of the scientific fields
- Several years of active research experience and current publication list in the field of trend research, marketing and consumer behavior
- Experience in independent research management and cooperation with international research institutions and external service providers
- English language required minimum: C1 and German language : C1 Level
- High ability to work in a team and interest in interdisciplinary cooperation in research projects

### **Contract offer**

- A permanent position with an attractive remuneration package
- Long-term secured research funding
- Publications in top journals to submit
- Comprehensive support for an academic career
- Flexible working hours and the possibility of mobile working, maximum 2 days per week
- The opportunity to set your own research priorities and establish internationally recognized collaborations

### **We're looking forward hearing from you. Interested?**

Please Send us your CV and letter of motivation in German to [personalberatung@kontrast-gmbh.de](mailto:personalberatung@kontrast-gmbh.de). We'll contact you for further details. Our service for you is for free!



Please Send us your to [personalberatung@kontrast-gmbh.de](mailto:personalberatung@kontrast-gmbh.de).  
Kontrast Personalberatung GmbH • Banksstr 6 • 20097 Hamburg