



UNIVERSITY
OF COLOGNE

Faculty of Management, Economics and Social Sciences

Postdoc position (f/m/x)

as Akademische Rätin*Akademischer Rat auf Zeit

at the Chair of Marketing and Brand Management



Foto: Gregor Hübl

We are one of the largest and oldest universities in Europe and one of the most important employers in our region. Our broad range of subjects, the dynamic development of our main research areas and our central location in Cologne make us attractive for students and researchers from around the world. We offer a wide range of career opportunities in science, technology, and administration.

The Chair of Marketing and Brand Management (Professor Dr Franziska Völckner) teaches and conducts research in the field of marketing, focusing particularly on the challenges and opportunities arising from the ongoing transformation of businesses and society as a result of digitalization, AI-driven disruptions, resource scarcity, and climate change. Research areas include digital technologies and platforms, virtual and augmented reality, automation, brand and customer experience management, and sustainable consumption. We work on practically relevant research topics in the above-mentioned areas, often involving large data sets and/or lab and field experiments. We are part of an international network of cooperation partners from universities and have a wide range of business contacts.

YOUR TASKS

- » carry out high-quality research projects within the fields of quantitative marketing, marketing strategy, and/or consumer behavior and present them at international conferences
- » contribute to the Chair's teaching program (4 hours per semester)

YOUR PROFILE

- » strong background in business/marketing, psychology, statistics
- » an excellent master's degree and excellent doctorate in one of the above-mentioned areas
- » profound knowledge in empirical-quantitative research methods, data analytics and data mining/machine learning techniques
- » strong analytical (quantitative) skills
- » an excellent command of the German and English languages, both written and oral
- » highly motivated and curious colleague who is enthusiastic about research and willing to contribute to our Chair
- » high level of commitment, flexibility and a strong ability to work in a team

WE OFFER

- » the opportunity to conduct research in an environment with an excellent track record in the major academic journals of the field (e.g., Journal of Marketing, Journal of Marketing Research, Marketing Science)

- » the successful candidate will be given the opportunity to take on a co-leadership role for the Chair and research projects
- » a pleasant and inspiring working atmosphere in an internationally oriented team
- » a marketing group consisting of four tenured professors, eight junior/assistant professors and 14 doctoral students
- » a diverse working environment with equal opportunities
- » support in balancing work and family life
- » extensive advanced training opportunities
- » occupational health management offers
- » flexible working time models
- » opportunity to work remotely

The University of Cologne promotes equal opportunities and diversity. Women will be considered preferentially in accordance with the Equal Opportunities Act of North Rhine-Westphalia (Landesgleichstellungsgesetz – LGG NRW). We also expressly welcome applications from all suitable candidates regardless of their gender, nationality, ethnic and social origin, religion, disability, age, sexual orientation and identity.

The position is available from 01.02.2026 on a full-time basis (41 hours per week). It is limited to a term of three years, with the option of extending it for another three years. If the applicant meets the relevant civil service wage requirements and personal qualifications, the salary is based on remuneration group A13 of the pay scale for German civil servants (LBesO A NRW).

Please apply online with proof of the required qualifications (including a cover letter, your CV, academic references, published articles and/or a job market paper, a statement of research interests, an overview of accumulated teaching experience, and copies of relevant certificates) without a photo under: <https://jobportal.uni-koeln.de>.

The reference number is Wiss2510-06. The application deadline is 16.11.2025.

For further inquiries, please contact Professor Dr Franziska Völckner (voelckner@wiso.uni-koeln.de) and take a look at our [FAQs](#).



HR EXCELLENCE IN RESEARCH