

Job offer:

Student Assistant (m/f/d) for Research Support
at the Chair of Sales & Services Marketing

We are looking for a student (m/f/d) to support the **Chair of Sales & Services Marketing** of the Business School for **30h/month** as soon as possible.

You would mainly support research projects that deal with the **Interface of Marketing and Finance**.

Your tasks:

- Conduct literature & web searches to summarize the status quo in a research area
- Brainstorm new ideas and solutions to practical and academic problems
- Assist with gathering & analyzing (un)structured financial and marketing data
- Design experimental setups and support their operationalization

Your main take-aways:

- You will get to know how research projects and academia work
- You will familiarize yourself with concepts from both Marketing and Finance
- You will discover major traditional financial and newer alternative databases and will learn how to transform and analyze associated data
- You will work in frontier topics such as Artificial Intelligence (AI) Applications, Marketing of Investment Products, Cryptocurrencies, Retail Investor Phenomena etc.

If you are interested, please send your application with the usual documents (letter of application, CV, overview of previous academic achievements, extramural activities, etc.) in written form to the chair or via email to soufi@bwl.uni-mannheim.de

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