

*The Chair of Sales & Services Marketing*

is currently looking for a

## **Student Assistant**

You will have the possibility to work on topics relevant for Academia and Business.

In particular you should be interested **Data Mining** and **Machine Learning** and their applications in the areas of **Marketing** and **Finance**.

Tasks consist in (20-40 hours per month):

- Studying the theoretical frame of Machine Learning Models
- Implementing state-of-the-art AI methodologies
- Crawling (numerical & textual) data
- Examine fields by application of aforementioned tools such as:
  - Prediction of Consumer Behavior (e.g. based on click streams)
  - Natural Language Processing of texts associated with Financial Markets (e.g. Google BERT language model)
- Further assisting tasks such as reviewing relevant publications etc.

Recommended qualifications:

- Strong interest and abilities in quantitative methods
- Programming skills (ideally, but not necessarily Python)
- Knowledge in the areas of Finance and Marketing is a bonus

If you are interested in the highly relevant topic of Artificial Intelligence and can excite yourself for its application to real life problems, we would be happy to receive your application.

You are invited to send a short letter of motivation, your CV and current transcript of records to: [soufi@bwl.uni-mannheim.de](mailto:soufi@bwl.uni-mannheim.de)

Please note, that unencrypted mails cannot guarantee secure data transmission.