

Professor Bernd Skiera received an Advanced Grant from the European Research Council (“ERC Advanced Grant”). He is searching for a



**Doctoral Researcher (E13 TV-G-U, 75% part-time)
or a Post-Doctoral Researcher (E 13 TV-G-U, 100% full-time)**

(Initially limited for two years, with the possibility to extend)

Description of ERC project “Economic Consequences of Restrictions on the Usage of Tracking Technologies“

The ERC project looks at the economic consequences of more (online) consumer privacy. Insights about these consequences are important because they enable the trade-off between increases in (online) consumer privacy and economic damage to firms and consumers. Current projects look at topics such as the impact of GDPR on website traffic or trackers, pay-or-consent walls, the tracking and transparency framework (TCF), Apple’s App Tracking Transparency (ATT), digital service taxes, differential privacy, consumer profiles, value of data and the quality of data.

Your Profile

You have a strong interest and, ideally, experience examining how to best implement online consumer privacy. You have a master’s degree in information systems, computer science, business (marketing), economics, or other related disciplines. You understand tracking technologies, and you are able to apply methods to estimate causal effects.

We expect you want to write an outstanding dissertation within three years (or slightly more). At least one of your dissertation papers should have the potential to get published in the very best journals in our field. We will support you in reaching this ambitious goal with excellent supervision, the opportunity to meet regularly with visiting scientists from Germany and abroad, attendance at international conferences and research stays abroad, and the option to deepen your scientific education in the comprehensive doctoral program.

Your Opportunity

The position allows you to focus intensely on research in a research-active environment. Unless desired, the positions have no obligation to teach and no administrative duties outside this ERC project. Possible topics for your dissertation are, among others, marketing in a post-cookie world, contextual targeting, consumer profiling, Apple’s App Tracking Transparency (ATT), transparency in programmatic advertising, digital advertising supply chains, differential privacy, federated learning, industry approaches such as Microsoft’s PARAKEET, Google’s “Privacy Sandbox” or “FLEDGE.”

About the Principal Investigator: Bernd Skiera

Professor Bernd Skiera (www.skiera.de) is a chaired professor of electronic commerce at Goethe University Frankfurt (Germany) and one of the most productive researchers in Germany. He has a strong track record in supporting junior researchers: 18 of his former doctoral students are now professors in Germany, Austria, USA, England, Spain, and China; 12 are in tenured positions.

Please send your application, which should include copies of all your transcripts, to:

Prof. Dr. Bernd Skiera, Faculty of Business and Economics, Goethe University Frankfurt, Theodor-W.-Adorno-Platz 4, 60323 Frankfurt am Main, Germany, skiera@wiwi.uni-frankfurt.de.

You will find more information about our work at <https://www.marketing.uni-frankfurt.de/abteilungen/marketing/professoren/skiera/professur-electronic-commerce.html>.



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