



PhD Program between the Freie Universität Berlin (FUB) and the China Scholarship Council (CSC)

Open PhD position at FUB for CSC scholarship candidates 2017

Please note: the PhD position is only offered to Chinese PhD candidates for application in the framework of the FUB-CSC PhD Program.

<u>Department/Institute:</u>	School of Business & Economics/Marketing Department
<u>Subject area:</u>	Marketing
<u>Name of Supervisor:</u>	Prof. Dr. Sascha RAITHEL (Mr.)
<u>Number of open PhD positions:</u>	1
<u>Type of the PhD Study:</u>	Full-time
<u>Project title:</u>	Managing Market-based Assets

PhD Project description:

Acknowledging the strategic value of intangible assets, this research project focuses market-based assets such as brand equity and corporate reputation. Market-based assets do however not exist like physical objects, impeding their measurement. These assets rather depend on subjective perceptions and exist only in stakeholders' minds. For this research project, three possible research avenues exist: creation, monetary evaluation, and vulnerability of market-based assets. This research project could for example examine (a) the impact of firm activities on the performance of market-based assets, (b) the impact of market-based assets on financial performance, and (c) the performance of market-based assets during times of corporate crisis.

Language requirements:

English mandatory, German optional
English: 6.5 or TOEFL 95 ibt. German: Test DaF 16 or DSH 2

Academic requirements:

- Master degree
- Majors in Marketing/Strategic Management but Accounting/Finance also possible
- Good command of multivariate statistics
- Experience with quantitative empirical research
- Good command of a standard statistical software package such as Stata

Information of the professor or research group leader:

For more on the Marketing Department, please visit
<http://www.wiwiss.fu-berlin.de/en/fachbereich/bwl/marketing/index.html>.
For more information about the professor, please visit
http://www.wiwiss.fu-berlin.de/en/fachbereich/bwl/marketing/about_us/staff/profs/Raithel.html.
In case of questions concerning this research project, please get in touch with the Beijing Office.

Please note:

In a first step the complete application should be submitted to the Beijing Office for evaluation by January 4th, 2017. Please don't contact the professor before. He/She will get in contact with you after having received the complete application in January.