



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

**Open PhD Position at Freie Universität Berlin,
offered only to Chinese CSC scholarship candidates 2025**

Department/Institute: | School of Business & Economics, Marketing Department |

Subject area: | Marketing |

Name of Supervisor: | Prof. Dr. Sascha Raithel |

Number of open PhD positions: | 1 |

Type of the PhD Study: | Full-time and Sandwich are both possible. |

Project title: | Product Recall Effectiveness & Analyst Stock
Recommendations |

PhD Project description:

A product recall is a firm's action—whether mandated by law or undertaken voluntarily—aimed at preventing the use of products with safety defects or those that fail to comply with regulations (Astvansh et al., 2024). Product recalls are significant concerns not only for regulators and policymakers but also for companies and customers (Raithel et al., 2021). The removal of recalled items from the supply chain is a critical step in reducing harm to customers, enhancing public safety, and protecting businesses from potential liabilities (Hall & Johnson-Hall, 2021; von Schlieben-Troschke & Raithel, 2024).

Recall effectiveness, defined as the percentage of recalled products successfully recovered (Raithel et al., 2023), serves as a key indicator of a firm's ability to safeguard the public from hazardous products (Hall & Johnson-Hall, 2021). This metric is particularly significant as it is widely recognized by various U.S. regulatory agencies as a critical performance measure for effective recall management (Raithel et al., 2024).

However, research has been limited in exploring the financial consequences of recall effectiveness. This project seeks to examine the role of financial analysts and investigate whether, and how, they respond to product recall effectiveness. This understanding is crucial because analyst recommendations play a pivotal role in bridging communication between companies and investors (Jegadeesh et al., 2004), thereby enhancing market efficiency and integrity.

Language requirements:

- IELTS: 6,5 oder TOEFL: 95 ibt

Academic requirements:

Candidates should hold a Master's degree in one of the following fields: Marketing, Strategy, Supply Chain Management, Accounting, Finance, or Economics. Additionally, candidates must possess strong empirical research skills and experience with quantitative methods, such as econometric modeling. Proficiency in software tools like Stata, R, and/or Python is also required.

Information of the professor or research group leader (website, awards etc.):

For more information about the supervisor and research group, please visit www.productecallresearch.org.

Please note:

In a first step, the complete application should be uploaded to the online portal (<https://fuberlin.moveon4.de/form/60acfece5d328710e40bdbd5/eng>) for evaluation by January 15th, 2025.