



UNIVERSITÉ DE FRIBOURG
UNIVERSITÄT FREIBURG

1 Post-doc position (100%, 3 years) in business communication and/or marketing

Join a cutting-edge research collaboration between the University of Fribourg and a leading Swiss insurance company in our quest to explore the evolving landscape of Switzerland's reputation in the Artificial Intelligence (AI) era. We are excited to announce a **post-doctoral researcher position (100%) for 3 years** (with the option for extension) in Business Communication and Marketing to contribute to the groundbreaking project, **“Investigating the Future Reputation of Switzerland in Times of Artificial Intelligence.”** As a multidisciplinary team member, you will be at the forefront of investigating the future of Switzerland's nation brand and reputation.

The project's team is composed of researchers from business communication and marketing. This initiative is part of a broader cluster called “The Future of Switzerland,” consisting of four interlinked research projects embracing an interdisciplinary approach.

Key responsibilities:

- Conduct innovative research at the intersection of country reputation and artificial intelligence.
- Disseminate research findings through academic publications, conferences, and to the broader public.
- Collaborate closely with researchers from interconnected projects, fostering scientific exchange.
- Co-organize workshops, events, and other relevant activities to advance research objectives.

Requirements:

- Doctoral degree in social sciences, management, or a related field.
- Proficiency in quantitative empirical methods; advanced knowledge of qualitative methods as a plus.
- Familiarity with artificial intelligence tools, e.g., natural language programs, deep learning, etc.
- Demonstrated potential for publishing in high-quality academic journals.
- Proficiency in English, ideally with fluency in French and/or German, and knowledge of Switzerland and its institutions is an asset.

Start date: January 2024 (earliest, or mutually agreed upon)

Salary: Competitive and in accordance with the University of Fribourg's guidelines.

Application:

Interested candidates are invited to submit a complete application in a single PDF file (lastname.pdf) via email to olivier.furrer@unifr.ch and diana.ingenhoff@unifr.ch. Please use “Application Post-Doc 2024” as the subject line. The application should include a concise motivation letter, a CV, a list of publications, relevant academic certificates, and the contact information for two referees prepared to provide a letter of reference upon request.

Deadline of Application: December 11, 2023, or until the position is filled.