The **Chair of Marketing Strategy and Performance (Prof. Simone Wies Ph.D.)** at the Faculty of Economics and Business at Goethe University Frankfurt is seeking to fill the position of a

Student Assistant (m/f/d)
(40h/month)

starting the earliest possible date for a period of six months with the option for extension.

Our research focus:
The Chair of Simone Wies focuses on firm-level marketing strategy, with a particular emphasis on the performance dynamics and effectiveness of strategic decisions. A key research area explores how firms develop sustainable competitive advantages through innovation, including digitalization-driven opportunities that stem from the creator economy ("influencer marketing"), new venture creation and startup strategies, business model innovation, new product launches, brand capitalization, and marketing innovations. The research is highly interdisciplinary, integrating insights from marketing, innovation, finance, and strategy.

Your responsibilities:
We are looking for a motivated student assistant to support our research team with administrative and academic tasks. Your responsibilities will include, in particular:

- Collecting, processing, managing, and analyzing empirical datasets
- Assisting with quantitative data analysis and the evaluation of empirical studies
- Supporting the processing and analysis of unstructured data (e.g., texts, interviews, or social media content)
- Conducting literature reviews on current and emerging research topics
- Preparing and visualizing research findings, as well as creating presentation materials
- Providing general organizational and administrative support to the research team

In return, we offer a collaborative and dynamic work environment in a great department, flexible working hours, and the opportunity to further develop your analytical and data-related skills by working on exciting projects and gaining valuable experience in research.

Your profile:
You are a student in economics, business, or a related field, ideally with strong mathematical or statistical knowledge and a high proficiency in English. Most importantly, you are curious, motivated, and eager to engage in academic research.

Additionally, you have:

- Basic knowledge of at least one statistical software package (e.g., R, Stata, or Python)
- Knowledge of fundamental statistical methods and, ideally, some initial experience in analyzing empirical data
- A structured, careful, and independent approach to work
- Strong analytical thinking skills and an enthusiasm for working with data
- The ability to work well in a team, a reliable and responsible attitude, and a

willingness to familiarize yourself with new topics and methods

Please submit your application, together with the usual credentials (CV, letter of motivation, and grade transcripts) electronically by email to Stephanie Entrup (stephanie.entrup@wiwi.uni-frankfurt.de) no later than 22.12.2026. Important: Please compile all documents into one single attached PDF file and add “Application Student Assistant” in the subject line of your email.
We look forward to receiving your application!