PhD Position: Recomender Systems for a Connected Customer Journey

Would you like to contribute shaping the future of digitization?

The AWS-Institute for digital products and processes (AWSi) invites applications for a PhD fellowship funded by the European Training Network PERFORM, a Marie Sklodowska Curie action of the European Commission.

PERFORM is an interdisciplinary PhD program aiming to establish a European training network that prepares the next generation of digital retail managers. It is a European Training Network involving Sweden, Austria, Ireland, the Netherlands and Germany.

The AWSi is an innovative research center, works on transforming businesses and society into the digital world. We are pioneering modern technologies and developing disruptive business models. By combining research and practice we support our renowned customers with tailor-made and future-oriented solutions on their way into digital transformation. Our innovative interdisciplinary team shares its know-how and ideas, setting new standards for the digital future.

The Project
- Leveraging the concept of recommender systems on an omnichannel approach and applying it to the digital sales process
- The research will deal with the analysis of customer touch points along their journey and how they can contribute to a successful conversion.
- The gained knowledge should be captured in a prototypical software system that provides shopping recommendations by integrating traditional channels and new local, social and mobile customer touch points.

What to expect?
- Full time, fixed term employment contract and PhD program (36 months: 01.09.2018-31.08.2021)
- Attractive salary in accordance with the Marie Curie PERFORM regulations for early stage researchers
- Be part of an innovative, international research network and take advantage of its training opportunities
- The chance to develop and apply your own ideas
- A small and dynamic team with start-up character

Eligibility
- Physical, transnational mobility
- No main activity in Germany for more than 12 months in the 3 years immediately prior to 1.9.18
- Acquired Master degree in Business Information Technology, Computer Science, Engineering or a similar field from the date 1.9.2014
  Or gain Master degree until the 01.09.2018
- Professional knowledge in (Scientific) English language (B2/C1) and ideally basic knowledge in German language
- Very good analytical skills and a proactive working attitude
- Good organizational skills and flexibility
- Team spirit and curiosity for novel IT-technologies
- Good programming skills

Sounds interesting?
We’re looking forward to your application to karriere@aws-institut.de!
Application deadline: 08.02.2018

More information about the AWS-Institute: www.aws-institut.de
More Information about the Perform-Network:
www.perform-network.eu