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**Professor Bernd Skiera (University of Frankfurt, Germany) received an Advanced Research Grant from the European Research Council (“ERC Advanced Grant”). He is searching for a**



## ***Doctoral Researcher (E 13 TV-G-U, 100% full-time)***

***(Initially limited for two years, with the possibility to extend)***

### **Description of ERC project “Economic Consequences of Restrictions on the Usage of Tracking Technologies“**

The ERC project examines the economic consequences of more (online) consumer privacy. Insights about these consequences are important because they enable the trade-off between increases in (online) consumer privacy and economic damage to firms and consumers. Current projects look at topics such as the impact of GDPR on website traffic or trackers, pay-or-consent walls, the tracking and transparency framework (TCF), Apple’s App Tracking Transparency (ATT), digital service taxes, differential privacy, consumer profiles, the value of data and the quality of data.

### **Your Profile**

You have a strong interest and, ideally, experience examining how to implement online consumer privacy best. You have a master’s degree in information systems, computer science, business (marketing), economics, or other related disciplines.

Ideally, you want to write an outstanding dissertation in about three years (or slightly more). At least one of your dissertation papers should have the potential to get published in the very best journals in our field. We will support you in reaching this ambitious goal with excellent supervision, the frequent opportunity to meet regularly with international visiting scientists, attendance at international conferences and research stays abroad, and the option to deepen your scientific education in the comprehensive doctoral program. Ideally, you have German language skills.

### **Your Opportunity**

The position allows you to focus intensely on research in a research-active environment. Possible topics for your dissertation are, among others, marketing in a post-cookie world, contextual targeting, consumer profiling, Apple’s App Tracking Transparency (ATT), transparency in programmatic advertising, digital advertising supply chains, differential privacy, federated learning, industry approaches such as Microsoft’s PARAKEET, Google’s “Privacy Sandbox” or “FLEDGE.”

### **Your application**

Please send your application, which should include copies of all your transcripts and, if possible, samples of your research (e.g., thesis in your bachelor or master studies), to:

Bernd Skiera, Professor of Electronic Commerce, Faculty of Economics and Business, Goethe University Frankfurt, Theodor-W.-Adorno-Platz 4, 60323 Frankfurt am Main, Germany, [skiera@wiwi.uni-frankfurt.de](mailto:skiera@wiwi.uni-frankfurt.de).

You will find more information about our work at <http://www.ecommerce.wiwi.uni-frankfurt.de>



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