

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



## ***Post-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 doctoral degree in information systems, computer science, business (marketing), economics, or other related disciplines.

Ideally, you want to combine your strengths with our strengths. Our strengths include excellent skills in estimating economic consequences, getting access to insightful and large data sets, an infrastructure to examine these large data sets, strong skills in econometrics and machine learning, and getting published in the best journals in the field of marketing. We will support your research with an excellent research environment that includes a team of other researchers in the area of online consumer privacy, the frequent opportunity to meet regularly with international visiting scientists, the attendance of international conferences and the opportunity to conduct research stays abroad.

### **Your Opportunity**

The position allows you to focus intensely on research. Possible research topics 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 your research projects, 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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