

Professor Bernd Skiera (University of Frankfurt, Germany) is searching for a

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

(Initially, the position is limited to three years, with the option to extend.)

The research focus of this project

This project focuses on customer-based corporate valuation (CBCV), a topic at the interface between marketing, finance/accounting, and information systems.

Our idea is that by determining the value of individual customers, we can determine the value of the customer base and, thus, the firm's value. In other words, we focus our valuation on the customer or the customer cohorts. In contrast, most known valuation methods from finance and accounting focus on a period-related assessment (e.g., individual years) and their cash flow. However, we believe that a customer-based approach can better value fast-growing companies, e.g., those pursuing a "land & expand" strategy. Therefore, metrics such as "Annual Recurring Revenue" (ARR) are particularly important.

Your Challenge

You should research customer-based corporate valuation (CBCV). You could, for example, use methods for cohort analysis from the field of mortality models and employ metrics well-known in the field of SaaS companies (ARR, MRR, CAC, Revenue Retention Rate). Furthermore, you could explore the potential of new data sources such as Safegraph, SimilarWeb or Refinitiv for customer-based corporate valuation. Christoph Janz, a venture capitalist, also expresses excellent thoughts on better evaluating start-ups using approaches that share similarities with customer-based corporate valuation.

Ideally, you want to write an outstanding dissertation on customer-based corporate valuation 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.

Your Profile

You have a master's degree in fields such as business, economics, information systems, or industrial engineering. Furthermore, you have excellent mathematical, statistical, and econometric knowledge and are proficient in English. You have a strong interest in customer-based corporate valuation and, thus, the valuation of companies on the Internet (e.g., companies focusing on electronic commerce or software-as-a-service).

In addition, you can manage projects in an organized and structured manner. Preferably, you also have practical and international experience.

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.

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



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