**Research fellow at the Department of Marketing (Russian Postdoctoral Fellowship Programme)**

from 110,000 rubles (gross)

National Research University "Higher School of Economics"

Moscow

Required work experience: at least 3 years

Full-time

Term of work: 1 year with the possibility of extension for a second year

We, **the Higher School of Economics**, are one of the largest universities in Russia, a leading center for education, research and development. Today, HSE has more than 45,000 undergraduate and graduate students, more than 7,000 teachers, scientists and administrative staff.

Currently, we have an open competition for Russian Postdoctoral Fellowship Programme. Within the framework of the competition, a position of a **postdoc (researcher) at the Department of Marketing** is available.

**Project name**: Growth of Russian Brands - Insights from IP and Retail Data.

**Project objective:** Russian brands and brand owners are facing new challenges and opportunities in light of numerous trends and disruptions that are changing the landscape of marketing in domestic and international contexts. Emerging sources of brand-related data, which often comes in unstructured form or as "big data" provide new insights on consumer-brand relationships and engagement with brands. The aim of this project is to develop a framework capturing evolution of Russian brands using IP (intellectual Property) and retailing data.

**Tasks of the project:**

1. Develop a framework that captures dynamics of Russian brands influenced by competitive pressures from global and international brands.

2. Introduce metrics that tracks health and performance of Russian brands across various consumer goods categories.

3. Develop empirical method to measures brand metrics from owners, retail, and consumers.

**From successful candidates for this position we expect:**

* Russian citizenship;
* A degree (ученая степень кандидата наук, успешная защита кандидатской диссертации, степень PhD);

Fluent English, writing skills in Russian.

**We offer:**

* Working in an international and interdisciplinary research team;
* Access to information resources, databases and electronic subscriptions of HSE University.