



Start

01.09.2020 (or later)



(Initially) limited to

12 months



Application deadline

15.08.2020



Workload

up to 20h/week

LinkedIn data as research opportunity

Professional social network platforms (e.g., LinkedIn) offer huge potential to investigate the interrelation between human capital and organizational performance. In this research project, we aim to utilize our exclusive access to the LinkedIn dataset to explore how staff characteristics relate with company decisions and performance.

Over the past years, professional networks such as LinkedIn have grown considerably in size and importance. For LinkedIn, this accumulates to over 600 million member profiles containing information on affiliation, experience, education, skills and more. Studying the influence of a company's staff characteristics may help to predict what drives company success and survival across branches, countries and degree of digitalization.

About us

The Technical University of Munich is one of the best universities in Europe. It is known for outstanding skills in re-search and teaching, interdisciplinary and talent development. In addition, there are strong alliances with companies and with scientific institutions all over the world. The TUM is one of the three first excellence universities in Germany.

Goals

This research project consists of the following milestones:

- Identifying successful start-ups and established companies across branches and countries.
- Systematic analysis of their staff characteristics, strategic orientation, branding and other potential success factors
- Synthesis and preparation of current state-of-the-art research overview on relevant skills and abilities across branches and countries.

The TU Munich is aiming to increase the proportion of women. Hence, women are strongly encouraged to apply. Those who are severely handicapped will be preferred if the qualifications are otherwise essentially the same. The placement is also possible in part-time employment.

Requirements

- Excellent bachelor degree in business, informatics, engineering, or psychology
- Strong interest in research and publishing in scientific (international) journals
- Strong interest in strategy, organization, leadership in digital transformation, and innovation
- Experience with statistical software programs (e.g., SPSS, Stata, SAS, R) and data analysis is advantageous
- Very good communication skills, above-average commitment and resilience as well as the ability to work independently and self-responsibly in an interdisciplinary team
- Willingness to contribute and to take care of teaching and administrative tasks

Interested?

We are looking forward to receiving your **application documents** (cover letter, curriculum vitae, high school and university diplomas, internship/work certificates).

Please send us your application with **your possible entry date** and the **reference number 1012 in the e-mail subject** only by e-mail **as one pdf file** to bewerbungen@strategy.wi.tum.de.