

Pre-Doctoral Research Associate in Marketing

The Marketing Group at NYU Shanghai invites applications for a full-time Pre-Doctoral Research Associate position. This position is designed for individuals who plan to pursue a PhD in Marketing and would like to strengthen their research training before applying to top doctoral programs.

The Research Associate will work closely with one or more members of the Marketing Group on ongoing research projects. Responsibilities may include:

- Conducting literature reviews
- Collecting, cleaning, and analyzing data
- Designing and implementing experiments or empirical analyses
- Programming and performing statistical analyses
- Assisting with manuscript preparation and other research-related activities
- Participating in research meetings, seminars, and the intellectual life of the department

Depending on interests and project needs, the Research Associate may have opportunities to work on multiple projects across different research areas.

We welcome applicants with diverse academic backgrounds and research interests, including (but not limited to): behavioral science, quantitative marketing, economics, computer science, and data science. Applicants from different methodological backgrounds are encouraged to apply.

Who Should Apply

We are looking for candidates who:

- Intend to apply to PhD programs in Marketing or closely related fields
- Are genuinely excited about academic research and intellectual discovery
- Demonstrate strong analytical skills and quantitative aptitude
- Learn new methods and tools quickly
- Communicate effectively and enjoy collaborative research
- Are intellectually curious, self-motivated, and willing to invest in developing as independent researchers
- Value long-term academic growth and seek rigorous research training that will prepare them for a successful academic career

What We Offer

Research Associates will receive:

- Close mentorship from NYU Shanghai Marketing faculty
- Hands-on experience conducting frontier academic research
- Training in research methods, data analysis, experimental design, and academic writing
- Opportunities to attend research seminars and engage with an active research community
- Guidance throughout the PhD application process, including mentorship on research development and academic career planning
- Access to NYU's extensive research resources, including academic databases, computing resources, and library collections
- A competitive compensation package (including salary and benefits)

Appointment

- Duration: One year, with the possibility of an extension to a second year.
- Location: NYU Shanghai, Shanghai, China.
- Start Date: Flexible.
- International applicants are welcome to apply but their eligibility and appointment start date are subject to immigration regulations.

Application Materials

Applicants should submit:

- Curriculum Vitae (CV)
- A cover letter (1–2 pages) describing your research interests, motivation for pursuing a PhD, and how this fellowship fits into your long-term academic goals

Applications will be reviewed on a rolling basis until the position is filled. Please visit our [NYU Shanghai Career Site](#) for instructions and other information on how to apply. For further questions on the position details, please contact Prof. Dengfeng Yan at dy27@nyu.edu.

About NYU Shanghai

NYU Shanghai is China's first Sino-US research university and the third degree-granting campus of the NYU Global Network. We were founded in 2012 by New York University and East China Normal University with the support of the city of Shanghai and the district of Pudong. NYU Shanghai seeks to cultivate globally-minded graduates through innovative teaching, world-class research, and a commitment to public service.

NYU Shanghai is an equal opportunity employer committed to equity, diversity and social inclusion. We are proud of its diverse and talented staff members, who work together to build and sustain this unique and pioneering institution of higher education in China.

For more information about NYU Shanghai, please visit <https://shanghai.nyu.edu>. You can also follow our official WeChat Account: **NYUShanghaiRecruit** for more updated news.