



The **University of Bonn** is an international research university offering a broad range of subjects. With a 200-year history, some 31,500 students, more than 6,000 employees and an outstanding reputation in Germany and abroad, the University of Bonn is one of the leading universities in Germany and has been awarded the status of a University of Excellence.

The **Institute for Food and Resource Economics, Faculty of Agricultural, Nutritional and Engineering Sciences** has a position opening for:

PhD-position: Consumer Behavior and Bio-Based Innovations

The position is part of the BioSC project "OptiCellu" ([OptiCellu](#)). The position is paid according to salary scale TVL-E13 (65%). The contract will be for **3 years**. The starting date should be **as soon as possible** (earliest date 1st of Mai 2025).

What we offer:

- Collaboration within a research group specialized in sustainable related behavior of stakeholders in the agri-food sector.
- Involvement in an interdisciplinary research project.
- An inspiring research environment with modern infrastructure and an open, supportive work culture.

Your tasks:

- Planning and conducting innovative research on consumers' preferences and choices regarding sustainably produced bio-based products.
- Designing and implementing online shop experiments, including organizing data collection and analysis. Collaboration with scientific partners, presenting and distributing research results, and preparing project reports.
- Publishing research papers and articles in internationally visible journals.

Your profile:

- A master's degree or equivalent in Agricultural, Food or Behavioral Economics or related disciplines.
- Experience with experimental designs and data analysis
- Strong interpersonal skills and team spirit.
- Excellent oral and written English language and communication skills.
- Expertise related to the Bioeconomy is an asset but not required.
- German language skills are beneficial but not required
- First success in academic publishing is an asset but not required

The University of Bonn is committed to diversity and equal opportunity. It is certified as a family-friendly university. The University of Bonn seeks to increase female representation in staffing areas where women are underrepresented and provide special career support. To this end, the University of Bonn strongly encourages applications from qualified women. Applications will be handled following the NRW State Gender Equality Act. Applications from qualified candidates with a certified severe disability or from those of equal status are especially welcome.

Application documents should include: 1. Motivation letter (max. 1 page); 2. CV with publication list. Please send **your complete application** documents electronically (compiled in one single PDF file) by **31st of March 2025** to Stefanie Müller-Feigl (mafo@ilr.uni-bonn.de).