

Research Internship “Forschungspraktikum”

Extant research and case studies have emphasized how firms successfully managed to evolve the “external” customer experience. Although there is a recognition that organizations would benefit from adopting a similar approach in managing the “internal” customer (employee) experience, no attention has been given to this research direction so far. Given the crucial managerial implications, it’s of great importance to explore the mechanism of implementing the customer experience management concept internally (using the case study method), and also to investigate its impact on internal attitudes and behaviors.

This topic sounds interesting to you? Then we offer you a research internship at the chair within the following framework:

Scope:

- Collecting 5 credit points "LP" (if 150 hours are completed)
- Having a flexible arrangement of the working schedule and start and end dates (however, preferably to start as soon as possible)
- Working closely with the chair and exploring its research activities, as well as contributing your own ideas
- Gaining insights into the field of scientific research
- Receiving an internship certificate

Tasks:

- Creating and developing a state-of-the-art literature review
- Supporting further development of the research concept
- Supporting the development of the questionnaire
- Supporting the preparation and the analysis of empirical data
- Creating concept papers along the research phases

Requirements:

- Preferably a master student, who attended the customer experience management lecture
- Strong interest in the specified research topic
- Very good English (mainly reading and writing)
- Basic statistics (SPSS)

If you are interested, please send a short application (including your CV and transcript) as soon as possible to:

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