

Webster Vienna Training Scholarship (WVTS)
Research & Teaching Assistant

Department: Business and Management
Duration: Full AY, Fall 2021 and Spring 2022 semesters
Estimated weekly workload in hours: 15
Program Level: Graduate
Supervisor/Professor: Dr. Maria Madlberger

Expected tasks and responsibilities to fulfill during the scholarship:

Tasks	Percentage of Time Spent on Responsibilities (equaling 100%)
Conduct literature reviews under the supervisor's guidance on scholarly articles on predetermined academic topics and theories	50%
Assist in research instrument development (interview guideline and/or questionnaire), administration (e.g., pre-testing), and data preparation, cleaning, and analysis	20%
Support with course slides/material update/collection of company cases for Marketing undergraduate courses	30%

Qualifications needed to accomplish tasks and responsibilities:

- Business & Management student
- Solid marketing knowledge (from studying MSc Marketing, emphasis in marketing in the bachelor studies, and/or professional work)
- Proficiency in academic writing
- Knowledge on digital marketing/e-commerce/information systems strongly desired
- German language skills at B level or higher desired
- Reliable, interest in academic research and scholarly articles

Documents required for application:

- CV
- Letter of Motivation explaining why the student chose this particular RTA position
- Bachelor thesis (if not supervised by the WVTS supervisor)