



Postdoctoral Scholar in Marketing

Peter T. Paul College of Business and Economics

Department: Marketing

Description: This two-year position will begin on July 1, 2020. The Scholar will work closely with the marketing department group whose research focuses on innovation, new product development, and sustainability. This group conducts research in new product development and innovation, including new product development processes, the governance of collaborative new product development, new product launch strategies, market signaling, new product sales, sustainable new product development, and open innovation. There is also strong interest in research of digital technologies such as augmented reality, big data, and issues in data privacy.

The primary purpose of the role is to perform research and collaboratively contribute to the groups' research with the goal of publishing research articles in leading peer-reviewed academic journals. One of the ongoing research efforts is to establish the measurement of the sustainability orientation construct, its antecedent conditions, and its innovation performance impact. There is no universal standard for measuring sustainability orientation. This can be viewed as an opportunity because it allows researchers to adapt the general framework to the needs of different entities (businesses or nonprofits), different projects or policies (infrastructure investment or educational programs), or different geographic boundaries (a city, region or country). This exemplary project represents an important extension of the general research interest in new product development and innovation at Paul College and is a promising emerging field in both academia and industry. It also provides a close fit with the department's primary initiative of new product development; Paul College's increased focus on social innovation and enterprise; and UNH sustainability initiatives.

The Scholar will have exposure to editorial activities and will have access to the Paul Behavioral Lab and the business community. Research responsibilities include assistance with: collection and compilation of quantitative and qualitative data; analysis of quantitative and qualitative data; writing of research papers; presentation of research papers in the department, school, and conferences; and other research-related activities. Professional development will be provided through participation in faculty development academies with early career faculty, senior faculty coaching, involvement in department activities, and support funds. Responsibilities will include teaching one course annually.

Office of the Senior Vice Provost Engagement and Faculty Development
University of New Hampshire · Thompson Hall · Durham, NH 03824
Leslie Couse, Executive Director: Leslie.Couse@UNH.edu 603-862-5055
Julie Williams, Senior Vice Provost: faculty.development@unh.edu 603-862-1997