

Assistant Professor in Digital Consumer Behavior and Decision-making

Company:

NHH Norwegian School of Economics

Location:

Norway / Bergen

Discipline:

Digital Consumer Behavior and Decision-making

Employment Type:

Temporary appointment for a period of four years

Posted:

03/02/2026

Contact Person:

If you wish to apply for this position, please specify that you saw it on AKADEUS.

Assistant Professor in Digital Consumer Behavior and Decision-making

About NHH

[NHH Norwegian School of Economics](#) is one of the leading business schools in Europe. We have an internationally recognised research environment and collaborate with 195 universities and business schools worldwide. NHH is the first choice for students who want to study business administration in Norway. Our activities are characterised by high quality, strong ethical standards, and a collective drive for common goals.

In close partnership with the business community and society, we generate and disseminate new knowledge and create value for a sustainable future. NHH is located in the city of Bergen and has around 3,750 students and 455 employees.

About the position

NHH in Bergen, Norway, invites applications to a full-time assistant professor position at the [Department of Strategy and Management](#). The position is linked to the research centre [DIG - Digital Innovation for sustainable Growth](#), with a focus on digital consumer behavior and decision-making. This is a temporary appointment for a period of four years.

The successful candidate will contribute to research on how technology shapes consumer decision-making and how digital tools, choice architecture, and behavioral interventions can support more sustainable decisions for consumers, organisations, and society. These topics are of high relevance to DIG partners across insurance, telecommunications, energy, and the public sector, all of whom face increasing challenges in understanding and influencing consumer behavior in digital environments.

You will join a strong and supportive research team dedicated to producing internationally oriented work published in top-tier academic outlets. The position offers access to leading Scandinavian private and public organisations, national register databases, and DIG's digital research infrastructure. We seek candidates who study firm-consumer interactions using behavioral approaches, who have experience with field experiments, and who are comfortable collaborating with industry partners.

Employment requires a PhD in business administration, marketing or psychology or adjacent fields. Applicants should have completed a doctoral degree from a well-recognised PhD programme and be able to document a strong publication pipeline. Experience with teaching is an advantage but not a requirement; NHH provides pedagogical training, and the appointee must complete one basic module of the university pedagogy programme during the fixed-term period.

The preferred candidate demonstrates:

- interest in using insights from judgment and decision-making to influence consumer behavior in real-world settings
- experience conducting field experiments with industry partners and converting them into high-quality publications
- a strong and promising publication pipeline
- dissemination skills for Norwegian academia, industry, and media
- independent thinking combined with the ability to lead and collaborate in teams

Experience in mobilising partners and running large-scale field studies is a clear advantage. The consumer psychology group also includes new PhD candidates who will benefit from active mentoring by the assistant professor. For partial funding through the Department of Strategy and Management, it is preferable that the candidate can co-teach the Introduction to Marketing course in Norwegian, contribute to developing a master course in sustainability and ethics and disseminate research to Norwegian media and industry stakeholders.

NHH is a one campus business school, and the place of work is Bergen. The candidate appointed to the position is expected to interact and cooperate on research with colleagues, attend faculty seminars, take part in recruitment processes, and other activities that aim to strengthen the research and social environment at NHH and the department.

NHH offers

- competitive terms depending on level of competence/length of service
- academically stimulating working environment
- research funds for traveling and conference participation
- favorable membership in the Norwegian Public Service Pension Fund ([SPK](#)) and good welfare benefits such as parental leave

Note that public health care, public schooling for children, and most other public services are free in Norway.

The city of Bergen has a mild, coastal climate and offers rich opportunities for culture and outdoor activities - as well as a family-friendly environment ([explore visitnorway.com](#)).

General information

The appointee must comply with the guidelines that apply to the position at any time.

NHH emphasises diversity and encourages qualified candidates to apply for the position regardless of gender, age, disabilities and cultural background.

In the assessment of applicants, international experience and qualifications will be emphasised. For the sake of gender balance at NHH, female applicants will be given preference in the event of equivalent qualifications among candidates.

Applicants are requested to present a research plan with their application. The application should contain details of the applicant's scientific and pedagogical education and work experience. The application and enclosed documentation, including a CV, certificates with grades, a maximum of 5 published or unpublished research papers, a complete list of the papers, and any other relevant documentation should be submitted through the Jobbnorge online portal. To open the application, please click 'Apply for this job'. For English version, go to the menu at the top right corner.

Two or three reference letters (in PDF format) must be sent directly by the referees by email to NHH (hr-references@nhh.no) no later than **22 February 2026**.

As part of the recruitment process, a background check may be conducted with the candidates' consent.

By §25 (2) of the Freedom of Information Act, information about the applicant may be made public even if the applicant has requested not to have his/her name entered on the list of applicants. The applicant will be notified if the request is not respected.

Inquiries about the position should be directed to:

- Head of Department, Professor Vidar Schei, vidar.schei@nhh.no, phone +47 55 95 98 71

- Director DIG, Professor Bram Timmermans, bram.timmermans@nhh.no, phone +47 55 95 95 34
- Administrative Coordinator, Jeanette Blomberg, jeanette.blomberg@nhh.no, phone +47 55 95 90 95

The deadline for applications is **22 February 2026**. This date also applies to the submission of reference letters and publications/written work.

Questions about the position

- Professor Vidar Schei, Head of Department, +47 55 95 98 71, vidar.schei@nhh.no
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