

Sustainability Marketing Research – Stern Graduate Research Fellow

The NYU Stern Center for Sustainable Business seeks a graduate research fellow to identify recent market research studies that examine how consumers feel about sustainability/purpose/meaning. The intern would be reporting on available primary and secondary research. The goal of this is to better understand the academic literature on the topic to inform future research projects on marketing.

Roles/Responsibilities:

- Conduct internet research to identify credible recent (last 5 years) studies (academic journals, marketing/consulting firm reports, etc) related to consumer research and insights on sustainability/purpose/meaning. Primary focus is North America, but Europe and emerging economy data will be important as well.
- Create an excel database cataloguing, categorizing, and summarizing relevant studies based on agreed upon template.
- Provide information in database on study name, author, year, summary of key points, meta data tags, and links or PDFs of the studies.
- Write a short (15-20 pages) report with the highlights of the findings and citations.

Logistics:

- Fellow will be remote, with in-person meetings at Stern on a TBD frequency and day
- Fellow will provide a short report every 2 weeks on progress
- Work to be completed in Fall 2016 semester; Roughly 7hrs/wk across a 15 week semester
- Research Fellow will be paid \$1500 stipend for work

To apply please email srifkin@stern.nyu.edu with resume and cover letter.