

The **Department of Marketing** is currently inviting applications for a **(30 hours/week) Teaching and Research Associate position (pre-doc)**, employee pursuant to the terms of the Collective Bargaining Agreement for University Employees - *Angestellte/r gemäß Kollektivvertrag für die Arbeitnehmer/innen der Universitäten*; minimum gross monthly salary: € 1.961,85, recognition of previous employment - if relevant to the advertised position - possible). This employee position will be limited to a period of 4 years, starting on **January 01, 2015** (commencement date subject to change).

Please note that under the terms of the WU personnel development plan, the position of Teaching and Research Associate is limited to an employment period of not more than six years. Applicants who are already employed at WU as substitute employees can therefore only be employed for the time remaining to complete the six-year period. Persons who have already been employed at WU in a Teaching and Research Associate position can only be re-employed in an Assistant Professor, tenure track position.

WU Wien is proud to announce a new professorship in the area of interactive marketing and social media, led by Professor Nadia Abou Nabout who commenced operations in September 2014. More information about the position and the professor is provided below.

About the professor

Nadia Abou Nabout's research is located at the interface of marketing and information systems and focuses on radically new technologies in marketing. Her current research focuses on real-time bidding and programmatic buying, which enable automated trading of advertising impressions via advertising exchanges (similar to financial stock markets). In her work, she aims to help companies make better marketing decisions and builds upon extensive industry collaborations. Professor Abou Nabout's research has been published in leading journals of the field (Marketing Science, International Journal of Research in Marketing, Journal of Retailing). Together with Professor Bernd Skiera, she was one of three finalists in the "2011-12 ISMS-MSI Practice Prize Competition" (see <http://video.mit.edu/watch/prosad-10609/>). Her dissertation won nine dissertation awards (among others from: EMAC-McKinsey, Vodafone Stiftung für Forschung, Emerald/EFMD) and her article on fee-based compensation plans published in the International Journal of Research in Marketing won the Best Paper Award 2012.

Responsibilities:

We are looking for dynamic, self-motivated individuals with a desire to embark on an academic career. You will join a vibrant and ambitious team of internationally-minded academics aspiring to the highest standards of research and teaching. Collaboration with other members of the university and our international network will be actively supported.

Current focus areas in online marketing for which we seek applications include:

- real-time bidding and programmatic buying
- retargeting
- customer journey analysis

Real-time bidding, for instance, enables automated trading of advertising impressions via ad exchanges (similar to financial stock markets) and is not only transforming the way online and offline advertising are sold today, but also the entire online advertising industry (more information can be found here: <http://d3con.de/>). In this project, we are currently working together with InteractiveMedia (<http://www.interactivemedia.net/>), a 100% daughter of Deutsche Telekom. But you will also be welcome to pursue your own ideas where related to these topics.

Your work should eventually be aimed at helping companies make better marketing decisions – it is empirical in nature and typically located at the interface of information systems and marketing.

Your Profile:

You have an outstanding degree in management, management information systems, business engineering, mathematics, physics, or computer science (or a related field) with a strong focus on quantitative topics such as (quantitative) marketing, econometrics, operations research, or finance. Furthermore, we expect good knowledge of statistics and empirical research.

An excellent grasp of written and spoken English is required. Good programming skills and experience in online marketing (e.g., through internships) are an asset. Beyond any formal requirements, we are looking for enthusiastic, curious team players who are passionate about research and willing to take on responsibility.

Application Procedure:

Please send a cover letter (specifying your research interests, motivation for an academic career, and possible starting date), your resume, and relevant certificates (copies are fine). Academic references or example of academic work are not required, but will be assessed favourably.

Reference Number: 2672

Application materials can be submitted online at www.wu.ac.at/jobs until November 26, 2014.

Travel and lodging expenses: We regret that WU cannot reimburse applicants travel and lodging expenses incurred as part of the selection and/or hiring process.

Equal opportunities: WU is an Equal Opportunity Employer and seeks to increase the number of its female faculty and staff members, especially in management positions. Therefore qualified women are strongly encouraged to apply. In case of equal qualification, female candidates will be given preference. WU has an Equal Opportunities Working Group (information in German).