

Call for Applications:

Full Professor of Marketing (Ref.no. 111105) WU Wirtschaftsuniversität Wien (Vienna University of Economics and Business)

WU Wirtschaftsuniversität Wien (Vienna University of Economics and Business) is now inviting applications for the position of **Full Professor of Marketing** at the Department of Marketing.

WU is the largest business university in the European Union and is centrally located at the heart of Europe. The University maintains an excellent position as a center for research and teaching and attracts an international group of students and faculty. It offers a broad range of subjects in all areas of economics and business administration. WU is one of only four EQUIS accredited universities in the German-speaking world and is striving to achieve a top position among the leading European business universities. For details, please see www.wu-wien.ac.at.

The new professor will be a member of the full-time senior faculty of the Department of Marketing. The successful candidate should have teaching experience in all aspects of the core areas of marketing. He or she should have a strong background in empirical research with particular emphasis on market research, consumer behavior and/or branding. He or she is expected to have established an outstanding publication record within the area of marketing, especially by having demonstrated the ability to publish in top-tier journals of the field. The new professor will contribute his or her expertise to enhance the Department's profile, and will be expected to work closely with all staff and faculty members.

Applicants should have: a) a solid academic qualification (e.g. PhD, *Habilitation*) in marketing management and/or quantitative marketing; b) an outstanding international reputation in high quality scholarship in the area of marketing c) a strong record in attracting research funding; d) a strong interest in teaching at bachelor, master, and PhD levels as well as a demonstrated commitment to excellence in executive teaching; and e) proven leadership qualities.

Teaching experience in English is required; teaching experience in German is not necessary. Non-German-speaking candidates will be expected to acquire proficiency in German over a certain period of time.

For details of the position, please contact Professor Fritz Scheuch, Chairman, Department of Marketing, by phone: ++43-1-31336- 4624, or email: fritz.scheuch@wu-wien.ac.at

Candidates should send their applications (including all relevant documents, curriculum vitae, list of publications, list of classes held, etc.) to the Rector of Wirtschaftsuniversität Wien, Professor Christoph Badelt, Augasse 2-6, A-1090 Vienna. Electronic applications should be sent to prof.application@wu-wien.ac.at. Applications, quoting reference 111105, must be received by WU by November 19, 2008.

WU Wirtschaftsuniversität Wien is an Equal Opportunity Employer and seeks to increase the number of female faculty members. Qualified women are therefore strongly encouraged to apply. In case of equal qualification, female candidates will be given preference.