

## **Full Professor of Marketing in a Digital Economy (Ref.no. 2019-19) WU (Vienna University of Economics and Business)**

WU (Vienna University of Economics and Business) combines excellence with responsibility. Its rare triple accreditation by EQUIS, AACSB, and AMBA is a guarantee for the highest quality research and teaching in the fields of business, economics, and business law. WU's research is distinguished by the diversity of disciplines practiced at WU, allowing researchers to deal with even the most complex of research questions.

International cooperation is very important to WU, and we encourage and support both faculty and student mobility. WU is also very aware of its responsibility to its students, faculty, and staff and is committed to gender equality, equal opportunities, accessibility, family-friendly working conditions, and sustainability.

WU is currently inviting applications for the position of a full professor<sup>1</sup> of Marketing in a Digital Economy at the Department of Marketing. Candidates are expected to have established an international reputation as a researcher in their field (with either a behavioral or quantitative focus). Depending on the candidate's academic credentials, the employment contract can be concluded either as a permanent employment contract or as a fixed-term employment contract with the option of a permanent extension.<sup>2</sup>

Further details on the call for applications, including a detailed qualification profile, can be found online: <https://www.wu.ac.at/en/careers/careers-at-wu/current-job-openings/>.

WU is committed to diversity and inclusion and aims to achieve an equal gender balance in its senior faculty. In its Strategic Plan, its Plan for the Advancement of Women, and the Performance Agreement concluded with the Austrian Federal Ministry of Education, Science and Research, WU has committed itself to increasing the number of women among its full professors. For this reason, WU is inviting only women researchers to apply for this professorship. We are looking forward to receiving numerous applications. Women with disabilities are encouraged to apply and will be supported during each stage of the recruitment process. Candidates' qualifications will be assessed in the context of their academic age.

WU has been awarded University and Family Audit (Audit *hochschuleundfamilie*) certification and assists dual career couples. For further details, please see [www.wu.ac.at/en/careers/careers-at-wu/](http://www.wu.ac.at/en/careers/careers-at-wu/).

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<sup>1</sup> employed under salary group A 1 pursuant to the Collective Bargaining Agreement for University Staff [*Kollektivvertrag für die Arbeitnehmer/innen der Universitäten*], minimum gross yearly salary: € 71,882.80; the actual annual gross salary is subject to negotiation

<sup>2</sup> The duration of fixed-term contracts is subject to negotiation.

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WU assesses performance in the context of each applicant's biography and relative to the opportunities available to him or her. This approach recognizes that academic achievements cannot be assessed separately from researchers' different biographical factors. To ensure equal opportunities, qualifications are evaluated relative to the applicant's academic age. This means that WU takes biographical factors such as part-time employment or career interruptions due to caregiving or childcare obligations or other functions performed at or outside of a university into account. Depending on the candidate's academic credentials, the employment contract can be concluded either as a permanent employment contract or as a fixed-term employment contract with the option of a permanent extension.

In your application, you can include personal data related to biographical factors. WU will keep all data that you send us as part of your application confidential. All persons involved in the selection procedure are bound by obligations of secrecy.

The new professor of Marketing in a Digital Economy will join the Department of Marketing. With its six institutes WU's Department of Marketing acts as a competence center for excellence in research and teaching in core marketing disciplines such as marketing management, international marketing, consumer behavior, service marketing & tourism, interactive marketing & social media and retailing. This concentration of resources is a major advantage for the university and contributes significantly to WU's institutional and international profile. Close cooperation with the business and marketing communities adds to the department's outstanding reputation. The new professor is expected to further increase both the academic reputation and expand the department's international network.

### **A) Qualifications**

The successful candidate is expected to have established an international reputation as a researcher in his/her field (with either a behavioral or a quantitative focus) and to have outstanding qualifications. Candidates' qualifications will be assessed in the context of their academic age:

a) A solid academic qualification (e.g. PhD, habilitation) in marketing or a related area; b) an outstanding international reputation for high quality scholarship in the area of marketing with special focus on marketing in a digital economy commensurate with academic age, especially by having demonstrated the ability to publish in top-tier journals of the field; c) excellent teaching qualifications at undergraduate and graduate levels; d) proven international experience; e) potential of attracting research funding; f) leadership qualities; g) gender and diversity management skills.

### **B) What we expect from the successful candidate**

The successful candidate is expected to perform teaching activities at all levels (bachelor's, master's, PhD/doctorate, and executive education). Full professors are expected to teach eight weekly credit hours.

Specifically, we expect the new colleague to contribute to WU's teaching programs in the field of Digital Economy (on bachelor's and master's level).

We also expect the new professor to take an active role in the university's self-governance and third mission activities.

### **C) Application process**

Applicants should send their applications and all relevant documents (including in any case a letter of motivation, academic CV, reference to the criteria specified in the call for applications) to the rector of WU (Vienna University of Economics and Business), Welthandelsplatz 1, 1020 Vienna.

**Please note:** In their application documents, applicants must respond to all criteria specified in the call for applications, especially to items A) Qualifications and B) Expectations. A reference to these two items is considered a mandatory element of any application to WU Vienna, and any applications that lack this mandatory element cannot be considered. Please quote the reference no. given above when submitting your application. Applications must be submitted by August 14, 2019.

For details of the position, please contact Professor Nadia Abou Nabou, Head of Institute for Interactive Marketing & Social Media, by phone: +43-1-31336-4900, or email: [nadia.abounabout@wu.ac.at](mailto:nadia.abounabout@wu.ac.at).