

Call for Applications:

**Full Professor of
Marketing with Focus on Retailing and Data Science
(Ref.no. 2018-06)
WU (Vienna University of Economics and Business)**

WU (Vienna University of Economics and Business) is currently inviting applications for the position of a Full Professor¹ of Marketing with focus on Retailing and Data Science at the Department of Marketing.

WU is one of the largest business universities 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 undergraduate, graduate, and executive programs in the area of business, economics, and business law. WU has been granted triple accreditation by EQUIS, AACSB, and AMBA, and is a member of a number of international networks such as PIM and CEMS.

The new professor of Marketing with focus on Retailing and Data Science will join the Institute of Retailing and Marketing, which aims at an outstanding expertise and reputation in research and teaching. In accordance with WU Vienna's Third Mission statement, the candidate is expected to actively collaborate with both the professional retailing and marketing community and policy makers. She or he will further increase the academic reputation of this institution and expand its international network in accordance with the strategy of WU Vienna and the Department of Marketing.

The successful candidate is expected to have established an international reputation as a researcher in his/her field and to have an outstanding publication record.

Required skills and qualifications: a) a solid academic qualification (e.g. PhD, habilitation) in Marketing or a closely related area; b) an outstanding international reputation in high quality scholarship in the area of Marketing with special focus on the interface between Retailing and Data Science 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 level; d) proven international experience; e) experience with the professional community; f) potential of attracting research funding; g) leadership qualities; h) gender mainstreaming skills.

The successful candidate will participate in teaching programs at all levels (bachelor, MSc, doctorate and executive education) and we expect the new professor to take an active role in the ongoing development and management of the academic programs (e.g., acting as Program Director for WU's Master of Science in Marketing).

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 within two years.

¹ employed under salary group A 1 pursuant to the Collective Bargaining Agreement for University Employees [Kollektivvertrag für die Arbeitnehmer/innen der Universitäten], minimum gross yearly salary: € 70,071.40 ; the actual annual gross salary is subject to negotiation

The new professor is expected to take an active role in the University's self-governance.

For details of the position, please contact Professor Bernadette Kamleitner, Institute for Marketing & Consumer Research, Department of Marketing, by phone: ++43-1-31336 4614, or email: Bernadette.Kamleitner@wu.ac.at.

Candidates should send their applications (in English) and all documents relevant to the criteria in the call for applications to the Rector of WU Wirtschaftsuniversität Wien, Professor Edeltraud Hanappi-Egger, Welthandelsplatz 1, 1020 Vienna. Electronic applications can be sent to prof.application@wu.ac.at. Please quote the reference no. given above when submitting your application. Applications must be submitted by July 4, 2018.

WU is an Equal Opportunity Employer and is committed to diversity and inclusion. WU seeks to increase the number of its female faculty members and qualified women are strongly encouraged to apply. In case of equal qualification, female candidates will be given preference. People with disabilities are encouraged to apply and will be supported during each stage of the employment cycle. WU has established an Equal Opportunities Working Group, which is involved in all selection proceedings pursuant to § 42 of the 2002 Universities Act.

WU has been awarded the "University and Family Audit" and assists dual career couples. For further details, please see www.wu.ac.at/en/careers/careers-at-wu/.