

Full Professor of Marketing with Focus on B2B (Ref.no. 2021-04) 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 characterized by a wide 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 professor¹ of Marketing with Focus on B2B at the Department of Marketing. Candidates are expected to have established an international reputation as a marketing scholar (with either a behavioral or quantitative research 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.²

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

WU is committed to diversity and inclusion, 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 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 <https://www.wu.ac.at/en/careers/job-portal>.

¹ 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: €74,503.80; the actual annual gross salary is subject to negotiation

² 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 each individual researchers' 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 with Focus on B2B will join the Department of Marketing (see [Wirtschaftsuniversität Wien: Department of Marketing - WU \(Vienna University of Economics and Business\)](#)) and 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 marketing scholar (with either a behavioral or a quantitative research 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, business administration or social sciences;
- b) an outstanding international reputation for high quality scholarship in the area of marketing commensurate with academic age, especially by having demonstrated the ability to publish in top-tier marketing journals;
- c) excellent teaching qualifications at undergraduate and graduate levels (experience in executive teaching is an asset);
- d) track record of teaching in English;
- e) proven international experience;
- f) potential of attracting research funding;
- g) leadership qualities;
- h) 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), both in the classroom and in distance-learning formats. Full professors are expected to teach eight weekly credit hours.

Specifically, we expect the new colleague to contribute to the various teaching programs offered by WU's Marketing Department. Courses may deal with topics related to the specific professorship (i.e., B2B marketing and sales management) as well as with more general marketing topics (e.g., Marketing 101, pricing).

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 address 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 and upload those on the link provided/ button below.

Please submit your application via WU's online recruiting tool until July 14, 2021.

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

For details of the application process, please contact the Senior Faculty Recruitment team email: prof.application@wu.ac.at.

Please note: Only applications uploaded via our online recruiting tool will be considered. 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.