



# Assistant Professorship in Marketing at the Department of Marketing at Copenhagen Business School

Based in architecturally beautiful buildings in central Copenhagen, the Department of Marketing is a leading provider of excellent research-based education. This is an exciting time for us, as we are celebrating our 100th anniversary. Our newly revised strategy is unashamedly ambitious. Our goal is to be the undisputed leader in marketing education in Scandinavia and a leading marketing department on a global level, held in high esteem in terms of our research and education. Our mission is to deliver excellent research-led education to a world-wide audience at all levels, and to engage with business and society.

Faculty members are committed to rigorous theory development and theory-driven, empirical research—outcomes that are central goals for any reputed business school. The Department focuses on contributing to a holistic understanding of the interactions and activities in the marketplace. Thus, our research focuses on marketing, yet we draw on other academic disciplines to the extent that they improve the quality of our marketing research. We accordingly publish in both marketing and other relevant journals. The research of the Department covers broad areas (often cross-disciplinary) in both business-to-business and business-to-consumer marketing, for example, brand marketing management, circular economy and sustainability, corporate social responsibility, decision neuroscience, design management, international marketing, market orientation, product innovation management, relationship marketing, strategic marketing, tourism and destination marketing, and trust. Faculty members use a wide range of methodologies, both qualitative and quantitative.

Through our research-based teaching, we contribute across a palette of courses and programs in the Business School including brand marketing management, business-to-business marketing, consumer behavior, design, international marketing, marketing management, marketing performance, relationship marketing, and tourism marketing.

The main responsibilities of the advertised position are research and teaching in marketing—in particular business-to-business digitization or organizational frontline research—and development tasks in relation to marketing courses and programs. An active engagement to strengthen the relationship with (and to brand the Department and CBS in) business and society and to participate in external funding all is expected as an integral part of this position.

The successful candidate must have experience from respected universities/business schools, a record of research publications in academic journals (e.g., journals at AJG [previously known as ABS] 3 level), ideally with at least some of these publications being in traditional marketing journals. The successful candidate ideally has experience in successful teaching experience from relevant marketing areas. The ideal candidate must be able to provide dynamic leadership in the development of research, teaching, and research dissemination, as well as in working with business and society. The Department prides itself of its active, supportive, and inclusive research environment, and the successful candidate is expected to be active in terms of academic citizenship.

The assistant professorship is a fixed-term position (four years) with research and teaching obligations.

### **Indicative job duties and responsibilities**

The intention of the below list of job duties and responsibilities only is to describe the general nature of the advertised position. The number of duties and responsibilities, as well as the balance between the duties and responsibilities, may change over time depending on the specific needs in the Department or on the candidate's career progression. Also, a candidate's achievements vis-à-vis the listed job duties and responsibilities obviously will depend on the candidate's past career history (e.g., seniority). We also will consider a candidate's trajectory and potential.

- Personal research output, which meets high international standards, including publishing in high-quality journals (cf. the AJG and FT lists) and undertaking research with real impact on teaching, practice, and dissemination. We are particularly interested in research contributing to literature relating to business-to-business digitization or organizational frontline research.
- Research management, initiation of research projects, research co-operation, and/or reviewing for academic journals.
- Academic development of the marketing discipline.
- Research-based teaching, supervision, and examination at various levels. We are particularly interested in teaching relating to topics in business-to-business digitization or organizational frontline research.
- Preferably course and program development, as well as innovative new courses and programs.
- Promotion of the Department and CBS' academic reputation.
- Participation in externally funded research projects and the co-ordination of such projects.
- Contribution to the administrative responsibilities of the Department and to CBS-wide tasks.
- Dissemination of research findings to the public in general and to CBS's stakeholders in particular.
- Active participation in the Department's regular research activities including seminars, workshops, and conferences.
- Engagement in and contribution to academic citizenship activities.

To fulfill the requirements of this position, the successful candidate is expected to be present physically at the Department on a regular basis and participate actively in the research and teaching activities of the Department, as well as to maintain and establish broad links across CBS and outside CBS (e.g., the business community and international academia).

### **Qualifications**

The successful candidate ideally should have a profile with experience from respected universities/business schools, a record of research that has been published in leading academic

journals (e.g., journals at minimum AJG [previously known as ABS] 3 level). We value research that has real impact on (in the cross-disciplinary area of) marketing practice. The successful candidate has teaching experience and, ideally, in research management. We are interested particularly in research and teaching in the area of business-to-business digitization or organizational frontline research. The successful candidate must be able to provide dynamic leadership in the development of research, teaching, and research dissemination, as well as in working with business and society. Again, a candidate's qualifications obviously will depend on the candidate's past career history (e.g., seniority). We also will consider a candidate's trajectory and potential. The Department prides itself of its active and supportive research environment, and the successful candidate is expected to be active in terms of academic citizenship.

The applicant must have professional proficiency in English (written and spoken).

Copenhagen Business School has a strong commitment to excellence, distinctiveness, and relevance of its research and teaching. Candidates, who wish to join us, should demonstrate enthusiasm for working in an organization of this type (highlighting, for example, relevant business, educational, and dissemination activities).

### **Further information**

For further information, please contact Professor Adam Lindgreen, Head of Department of Marketing. Telephone: + 45 3815 2111 and e-mail: [adli.marktg@cbs.dk](mailto:adli.marktg@cbs.dk). For information about the Department, please visit: <http://www.cbs.dk/en/research/departments-and-centres/department-of-marketing>.

Appointment and salary will be in accordance with the Danish Ministry of Finance's agreement with the Central Academic association.

### **Application**

The application, which must be sent via the electronic recruitment system using the link below, must include:

1. A motivated statement of why the candidate applies for the position.
2. Proof of qualifications (i.e., scanned copies of degree awards) and a full CV.
3. Documentation of relevant, significant, and original research at an international level, including publications in the field's internationally recognized journals, and the impact that this research has had on education and practice.
4. A complete, numbered list of publications (please follow Journal of Marketing style) with an \* indicating those academic publications that the candidate wishes to be considered by the assessment committee. A maximum of 10 publications for review are allowed. Candidates are requested to prioritize their publications in relation to the field of this job advertisement. Also, each publication in the complete list of publications should note the ranking according to the AJG list and, if the publication appears on the FT 50 list, this should be noted, too.
5. Copies of the publications marked with an \* should be submitted as PDF files as part of the application. Only publications written in English or one of the Scandinavian languages (Danish, Norwegian, and Swedish) will be taken into consideration.
6. Documentation of teaching qualifications, teaching evaluations (please state the level of each course), and other relevant material for the evaluation of the candidate's pedagogical level. Candidates should list the areas that they can and will teach.
7. Information indicating experience in research management, especially information about

candidates' involvement in transformational initiatives (within and/or outside their University/School) they previously have participated in.

8. Information indicating industry co-operation and international co-operation. Furthermore, candidates should discuss the impact on business and society of their research and teaching activities.
9. Information of applications for externally funded projects. Candidates are requested to state their role in each of these projects, whether the project applications were successful or not, and the amount applied for (or actually awarded).
10. Discussion of citizenship activities that candidates have been involved in.

### **Recruitment process**

An assessment committee will be reviewing the received job applications to determine whether a candidate should be shortlisted for further assessment. Minimum two candidates and, when possible, five or more candidates will be shortlisted. The candidates shortlisted for such an assessment will be notified about the composition of the assessment committee. The committee's subsequent assessment (which is either 'qualified for the position' or 'not qualified for the position') of each candidate will be submitted to the person in question. Subsequently, the Head of Department will consider the applications from those candidates who have been found qualified for the position and make his recommendation to the Dean of Research as to which candidate is the Department's preferred candidate. This candidate will be invited for a job interview with the Business School's interview committee.

Copenhagen Business School must receive all application material including all appendices (see items above) by the application deadline.

Details about Copenhagen Business School and the Department are available at [www.cbs.dk](http://www.cbs.dk).

**Application due:** 5/13/2019

[Apply](#)

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With some 21.500 full and part-time students, 630 full-time faculty members, 200 PhD and 680 administrative staff CBS is a unique business-oriented university with a full portfolio of Bachelor, Masters, MBA/EMBA, PhD and Executive programmes delivered in English and Danish. Our academic staff includes internationally-recognised experts in classical business disciplines as well as in philosophy, history, psychology, sociology, law, political science, information systems, culture and languages.