



The UHasselt contributes to the knowledge economy in the Euregion. Active tutoring, made to measure for the students, topquality research in specific domains and an international orientation are our university's characteristics. Owing to its small size, the university and its employees are building up to an organisation together where it is a pleasure to work. Qualities are the only means by which people are measured. Gender, ethnicity, handicap, nationality and age are not taken into consideration.

The Faculty of Business Economics of Hasselt University seeks a (m/f)

lecturer (tenure track) Marketing (Customer value)

Education task

The candidate will be involved in different courses at the bachelor and master level. The candidate must be able to teach in Dutch and English. We strive for a good match between the candidate's research expertise and the teaching assignment. Key elements in the teaching assignment are: value-based marketing, marketing strategy, strategic marketing and service marketing. Supervising bachelor and master theses is also part of the teaching assignment. In the future, post-graduate education may also be part of the teaching assignment.

Research mission

The central research theme of the research group "Marketing" is value-based marketing. This translates into research that is both academically rigorous as well as practically relevant. Within this context the research group is looking for a candidate whose research focuses on perceived customer value.

Profile

- The candidate has a PhD in (Applied) Economics or equal (preferably in the domain of customer value).
- S/he has a relevant and proven research track record (i.e. publications in relevant journals) in the domains of customer value and service management. Research that lends itself for interdisciplinary/interfaculty collaboration is valued.
- S/he has a demonstrable (inter)national research network.
- Preferably, s/he has experience with successfully applying for external research funding.
- S/he must be able to quickly integrate in the teaching systems of Hasselt University and must have a passion for high quality education.
- S/he must have demonstrable teaching experience regarding the assignment's relevant courses.
- S/he has demonstrable experience concerning the following facets of academic education: course coordination and organization, development of teaching materials and the supervision of projects and theses.
- S/he has at least 2 years of relevant post-doctoral working experience.
- S/he has experience in supervising students at various levels (bachelor, master, doctoral).
- S/he has a proactive and service-oriented attitude, is a team player and has a passion for quality.
- Academic staff must meet the statutory language requirements for knowledge of the language of instruction (Dutch and English). If necessary, Hasselt University offers concrete, tailored support measures to help achieve the required language level.

Offer

- We will offer an appointment as a lecturer in the tenure track system during 5 years. This will lead to an immediate permanent contract as a senior lecturer, if the Board of Directors favorably assesses the party involved, based on previously set public grading criteria.

Selection procedure

Preselection based on CV. Interview with and test lesson/presentation by the selected candidates.

Application

You can only **apply online** up to and including **15 July 2016**.

Further information

Content job responsibilities:

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More about working at Hasselt University? Check www.uhasselt.be/vacancies!



Hasselt University has a long tradition of paying attention to research careers. In recognition of this, the European Commission granted Hasselt University in 2011 as the first Flemish university with the right to use the 'HR Excellence in Research' logo.