

The UHasselt contributes to the knowledge economy in the Euregion. Active tutoring, made to measure for the students, top quality 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) / associate professor Marketing (Customer experience / Retail)

Education task

The candidate will be involved in different courses at the bachelor, master and post graduate level. The candidate will teach in Dutch and English. Key elements in the teaching assignment are: general marketing courses (bachelor level) as well as retail marketing and consumer behavior (master level). Supervising bachelor and master theses is also part of the teaching assignment. At the post graduate level the candidate is expected to participate in an executive program on retail design.

Research mission

The central research theme of the group 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 customer experience/retail marketing.

Profile

- The candidate must hold a PhD in (Applied) Economics or equal (preferably in the domain of customer experience/retail marketing).
- S/he has a relevant and proven research track record (i.e. publications in relevant journals) in the domains of customer experience, retail marketing and/or consumer behavior.
- 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 general marketing courses (bachelor level) as well as retail marketing and/or consumer behaviour (master level).
- 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 either 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. Otherwise, we will offer a fulltime appointment as a lecturer or higher, which will lead to tenure. In case of a first appointment as a member of the academic staff, the Board of Directors of the University can decide on a temporary appointment for a period up to 3 years. This will lead to a permanent contract if the Board of Directors favorably assesses the party involved.

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:

Prof. dr. Sandra STREUKENS, +32-11-268628, sandra.streukens@uhasselt.be

More about working at Hasselt University? Check [www.uhasselt.be/vacancies!](http://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.