

## Assistant professor in Marketing

Faculty of Economics and Business – Amsterdam Business School

<b>Publicatiedatum</b>	9 april 2019
<b>Sluitingsdatum</b>	10 juni 2019
<b>Opleidingsniveau</b>	Gepromoveerd
<b>Functieomvang</b>	38 hours per week
<b>Salarisindicatie</b>	€3,637 to €5,656 gross per month
<b>Vacaturenummer</b>	19-215

The Amsterdam Business School (ABS) (<http://abs.uva.nl/>) is one of the two schools of the University of Amsterdam (<http://www.english.uva.nl/>)'s Faculty of Economics and Business (<http://www.uva.nl/en/about-the-uva/organisation/faculties/faculties/faculties/content/folder/faculteit-economie-en-bedrijfskunde/feb-landing-page.html>). ABS has almost 3,000 students and the equivalent of 120 full-time academic staff. The school's core subjects are Corporate Governance, Entrepreneurship, and Big Data / Business Analytics.

Six sections (Accounting, Entrepreneurship & Innovation, Finance, Leadership & Management, International Strategy & Marketing, and Operations Management) conduct research that is published in prestigious international journals. They also provide various degree programmes including a BSc programme and six MSc programmes, a wide range of postgraduate programmes featuring three MBAs, four accountancy programmes and Lean Six Sigma programmes, and an extensive portfolio of open courses and in-company projects.

The offered position is within the International Strategy & Marketing (ISM) section, which is currently home to around 40 faculty members, in addition to a number of PhD candidates and affiliated faculty. Particularly, ABS plans to substantially grow the Marketing group within the ISM department over the next years. ABS has a broad variety of corporate contacts within and outside of Amsterdam and utilizes these contacts in research and curricular activities. In addition, ABS opened its brand-new behavioural research laboratory in 2016.

The Amsterdam Business School seeks to fill one or more tenure-track positions as Assistant professor in Marketing. The latest starting date for this position is 1 September 2020, substantially earlier starting dates are also possible.

## Job description

As new tenure-track Assistant professor you are expected to strengthen the position of the Marketing group by contributing to its further development. We are looking for ambitious high-potential candidates who take both, research and teaching seriously and have published, or are about to publish, in top-tier international journals. We particularly encourage candidates that focus in research and teaching on **quantitative marketing, online/digital marketing, multi-channel marketing and/or marketing analytics**. The position involves teaching in English at the undergraduate, M.Sc. or MBA levels, and potentially in the executive education programs. The Marketing group is currently responsible for teaching in the specializations Digital Marketing, Consumer Marketing and Digital Business. We expect an active research portfolio, willingness to actively participate in our research seminar series, concomitant visibility at major conferences, and strong ties to the international marketing community. Research time is 50% and allocated according to standardized faculty procedures.

## Requirements

To qualify for the position, you should:

- hold a PhD in Marketing or a related discipline (candidates at the final stage of their PhD program may be considered for the Assistant Professor position);
- be well trained in research methodology;
- have authored publications in international top-tier journals, or are about to;
- have excellent teaching skills;
- possess a relevant international academic network;
- be enthusiastic about participation in research activities (e.g. seminar series).

## Further information

For more information on this vacancy you may contact:

- [Dr Alfred Zerres \(mailto: a.zerres@uva.nl?subject=19-215%20%20Assistant%20professor%20in%20Marketing\)](mailto:a.zerres@uva.nl?subject=19-215%20%20Assistant%20professor%20in%20Marketing)

You may also want to check the:

- [International Strategy & Marketing department \(http://www.abs.uva.nl/strategyandmarketing\)](http://www.abs.uva.nl/strategyandmarketing)

## Appointment

We offer a challenging job with ample opportunity for personal development in an attractive international work environment. ABS is a growing, research driven business school at an internationally recognized university that has the ambition to become a leading international player in the field of management research and education. ABS is located in the heart of Amsterdam, the cultural and financial capital of the Netherlands. Amsterdam offers a cosmopolitan living environment with excellent connections to the rest of the world.

The appointee at the assistant professor level will be offered a tenure track position for six years. Upon a positive tenure decision, a permanent contract as Associate professor will be offered. Salary will be in accordance with Dutch academic salary scales, include a pension scheme, and range between €3,637 and €5,656 gross per month, dependent on experience and track record of the candidate. A substantial reduction in income tax (equal to 30% of taxable salary) may apply to non-Dutch candidates. The Collective Labour Agreement of Dutch Universities (Cao) ([https://www.vsnul.nl/en\\_GB/cao-universiteiten.html](https://www.vsnul.nl/en_GB/cao-universiteiten.html)) is applicable.

## **Job application**

*The UvA is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. We value a spirit of enquiry and endurance, provide the space to keep asking questions and cherish a diverse atmosphere of curiosity and creativity.*

Applicants should submit a cover letter, complete curriculum vitae, statements of research and teaching, and two research papers (published or unpublished). In addition, applicants should include name and contact information for at least three professional references.

Please apply using the link below, quoting vacancy number 19-215 in the subject line before 10 June 2019. #LI-DNP

*No agencies please*

**Apply now** (<https://ssl1.peoplexs.com/Peoplexs22/CandidatesPortalNoLogin/ApplicationForm.cfm?PortalID=16107&VacatureID=1038684>).