

# Announcement: Tenure-track position in Management with a focus on Consumer Behavior & Digital Marketing

The Department of Strategic Management, Marketing & Tourism in the Faculty of Business and Management at the Leopold-Franzens University Innsbruck seeks to fill a

## **TENURE TRACK POSITION IN Management with a focus on Consumer Behavior & Digital Marketing**

at the earliest convenience.

### **RESPONSIBILITIES**

This tenure-track position is to conduct independent research and teaching in Marketing in the area of Consumer Behavior and Digital Marketing.

The main areas of research should focus on consumer behavior in digital environments and the importance of digital platforms for interaction and relationship building among companies, organizations and stakeholders in digital networks. The faculty expects an internationally-oriented research agenda and openness to diverse fields of research that include current managerially and socially relevant research questions related to digital transformation.

Close cooperation with members of the Department of Strategic Management, Marketing and Tourism, and Marketing in particular in the faculty research center Strategic Leadership, Innovation and Branding is expected, as well as participation in the cross-faculty research platform Organizations & Society.

Teaching comprises the (co-)supervision of Bachelor, Diploma, Master and PhD courses in the Management and International Management curricula of the school as well as the supervision of students including (co-)supervision of theses.

Participation in academic self-administration is taken for granted.

### **ELIGIBILITY REQUIREMENTS**

- a) doctoral degree in Management (or a related discipline) with an emphasis on a Marketing;
- b) Post-doc experience
- c) Output beyond the PhD, documented by publications in international peer reviewed journals;
- d) interdisciplinary work;

- e) international contacts;
- f) involvement in research projects and acquisition of competitive grants;
- g) pronounced teaching skills and experience with (co-) supervising students;
- h) communication skills for team work;
- i) organizational and management qualities;
- j) fluency in English is required; knowledge of the German language is not strictly required for this position, but the successful applicant will convincingly demonstrate her/his willingness to become proficient in the language at the level of teaching in the BSc program.

## **FORMAT OF THE POSITION**

At the University of Innsbruck, a 'tenure-track position' enables the pursuit of a career up to tenured full professor.

The successful applicant will enter a six-years' work contract in conjunction with a 'Qualification Agreement' according to §27 of the 'Kollektivvertrag' (Austrian Collective Labor Agreement for university personnel); (s)he will start her/his occupation at the rank of Assistant Professor.

Once the targets of the 'Qualification Agreement' are reached, the position will be tenured, thus promoting the holder of the position to Associate Professor.

Subsequently, a full professor position according to § 99 (4) of the 'Universitätsgesetz 2002' (Austrian University Act of 2002) will be opened, for which the Associate Professor is eligible to apply.

Please send your application no later than

**05/23/2019**

to Leopold-Franzens-Universität Innsbruck Fakultäten Servicestelle Standort

Innrain 52f, A-6020 Innsbruck ([fss-innrain52f@uibk.ac.at](mailto:fss-innrain52f@uibk.ac.at)).

Technikerstraße 17, A-6020 Innsbruck ([fss-technik@uibk.ac.at](mailto:fss-technik@uibk.ac.at)).

Karl-Rahner-Platz 3, A-6020 Innsbruck ([fss-karlahnerplatz@uibk.ac.at](mailto:fss-karlahnerplatz@uibk.ac.at)).

Leopold-Franzens-University Innsbruck seeks to increase the proportion of female scientists in the faculty – so that applications from top-qualified female scientists are especially encouraged. With equal qualification, female applicants will be given priority.

In line with the 'Kollektivvertrag' (Austrian Collective Labor Agreement for university personnel) scientists who have entered a 'Qualification Agreement' are in remuneration group A2 with an initial wage of € 4.498,40 /month (14 times). After fulfillment of the Agreement, the salary rises to € 4.877,50 /month (14 times). Moreover, the university offers attractive additional benefits (see <http://www.uibk.ac.at/universitaet/zusatzleistungen>)

The application must at least contain a full CV including the scientific and professional career stages; a list of scientific publications, speeches as well as other scientific activities (like

seminars, conferences, etc.); Description of completed, ongoing and planned research projects and the five most important works of the applicant. Research and teaching concept, as well as a statement of the qualification goals which the applicant wishes to reach at this position. These are to be explained at the hearing and subsequently represent the starting point for the negotiation of the 'Qualification Agreement'.

The application must be submitted in digital form (e-mail, etc.) and may be complemented by a paper submission.

The full, authoritative text in German (published in the official bulletin of the University on 05/02/2019) can be found at <https://orawww.uibk.ac.at/public/karriereportal.home>

Up-to-date information on the state of the opening can be found at

[http://www.uibk.ac.at/fakultaeten-servicestelle/standorte/innrain52f/berufungen\\_habilitationen/berufungen\\_index\\_2010.html](http://www.uibk.ac.at/fakultaeten-servicestelle/standorte/innrain52f/berufungen_habilitationen/berufungen_index_2010.html)

<http://www.uibk.ac.at/fakultaeten-servicestelle/standorte/technikerstrasse/berufung/index.html>

[http://www.uibk.ac.at/fakultaeten-servicestelle/standorte/karlahnerplatz3/ausschreibungen\\_u\\_berufungsverfahren.html](http://www.uibk.ac.at/fakultaeten-servicestelle/standorte/karlahnerplatz3/ausschreibungen_u_berufungsverfahren.html)

Univ.-Prof. Dr. Dr. h.c. mult. Tilmann Märk

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