



At the Faculty of Economics and Social Sciences, a

Tenure-Track Professorship for Marketing Analytics

is to be filled on 1 October 2018 or later.

The holder of this tenure-track professorship should strive in particular to qualify for taking on a full professorship. The successful candidate's research field and teaching program should be within the area of marketing analytics, quantitative marketing, empirical methods in marketing, or related areas such as data science or machine learning. A pronounced empirical focus in research and teaching with proven experience in dealing with large datasets is expected. The tenure-track professor is to contribute to the existing quantitative-empirical concentration of the department and to strengthening data-oriented methods in business and marketing. Teaching is typically to be done in English. Independent research activities and first achievements in the publication process in internationally esteemed, peer-reviewed journals are expected.

Required qualifications include an outstanding doctoral thesis in a pertinent field, recognizable potential for internationally visible publications in leading international peer-reviewed journals, and teaching aptitude. Applicants for a tenure-track professorship with a PhD from Tübingen must have changed universities after completing their doctorates or have worked in academia for at least two years somewhere other than the University of Tübingen. If the final evaluation after six years is positive, this professorship will be upgraded to a full (W3) professorship with no re-advertising of the position. Detailed information on the criteria underlying the interim evaluation and promotion to the tenured position may be found in our guidelines for tenure review under the following link: <https://www.uni-tuebingen.de/de/115595>. There you can also find information on this employment category.

The University of Tübingen strives to increase the proportion of women in research and teaching and therefore strongly encourages qualified female scientists to apply. Qualified international academics are also expressly asked to apply. With equal qualifications, severely disabled candidates will be given preference. Rights, obligations, and hiring requirements for the professorship arise from the Baden-Württemberg State Higher Education Act (Landeshochschulgesetz, LHG).

Applications are to be submitted, preferably in electronic form, with the usual documents (CV; copies of degrees; list of publications, third-party funding, cooperation projects, and courses taught; teaching evaluations; teaching and research plans; and the application form – see link above) as well as two publications, preferably research papers, by March 15, 2018 - to berufung@wiso.uni-tuebingen.de. Questions can be directed to the Dean Prof. Dr. Josef Schmid.