

Assistant Professor (non-tenure track, 6 year contract)

The Institute for Marketing & Consumer Research is part of the Marketing Department at WU Vienna. The team strives for excellence and relevance in researching and teaching a diverse set of topics in the field of consumer behavior and marketing communication. Members of the institute are actively engaged in the international scientific community, they work interdisciplinary, and they publish the output of their research in renowned international peer-reviewed journals. The institute is actively involved in all agendas of the department of marketing. It offers a dedicated specialization in the bachelor program and contributes to WU's master and PhD programs. It also nourishes tight links to the business world and frequently engages in industry projects; partly in the form of practice-led teaching.

Team spirit, interdisciplinarity and intellectual curiosity distinguish the institute.

In its research m.core focusses on core topics in consumer behavior, from product perception to marketing communication. It is specifically interested in the phenomenon of ownership feelings, also called psychological ownership. Current and past research questions address the consequences, antecedents and various manifestations of psychological ownership in a multitude of contexts, but also establish its interdependences with other theoretical notions stemming from psychology and consumer behavior.

Responsibilities

The successful candidate will support the team in its core agendas and research foci. Tasks comprise:

- Conducting pertinent research with the objective to present and publish it in high-impact international outlets.
- Collaborating on central research projects of the institute and contributing to endeavours aiming at third party funding.
- Teaching on bachelor and master level as well supervision of bachelor and master theses.
- Administrative tasks.

Your Profile

- PhD or Doctorate degree in business or social sciences engaged in consumer research
- Experience in teaching – ideally at different levels (bachelor and master) and including experience with supervisions of bachelor or master thesis.
- Experience with scientific collaborations and engagement with the scientific community.
- Experience with publishing in internationally recognized journals and the personal aim to publish with high impact.
- Profound knowledge in the field of consumer behavior and consumer research, at least basic knowledge in the field of marketing communication.
- Sound methodological knowledge (including the use of statistical software and multivariate analyses).
- Excellent English skills, written and spoken.

We aim to fill this position as soon as possible. For further questions in regard to this position please contact Prof. Bernadette Kamleitner (bernadette.kamleitner@wu.ac.at)

Reference Number: 3243

Application materials can be submitted online until January 11th, 2017.

[Apply here](#)

Travel and lodging expenses:

We regret that WU cannot reimburse applicants for travel and lodging expenses incurred as part of the selection and/or hiring process. Skype interviews are available.

Salary and Contract:

Employee subject to the terms of the Collective Bargaining Agreement for University Staff - Angestellte/r gemäß Kollektivvertrag für die Arbeitnehmer/innen der Universitäten; gross monthly salary, paid **14 times per year**: Euro 3,590.70). Duration of the contract: 6 years.

Further details can be found at <https://www.wu.ac.at/presse/publikationen/archiv-mitteilungsblatt/studienjahr-20162017/dezember-2016/mitteilungsblatt-vom-21-dezember-2016-12-stueck/#c464787>

Equal opportunities:

WU is an Equal Opportunity Employer and seeks to increase the number of its female faculty and staff members, especially in management positions. Therefore qualified women are strongly encouraged to apply. In case of equal qualification, female candidates will be given preference. WU has established a [Committee for Equal Treatment](#), which is involved in all selection proceedings pursuant to § 42 of the 2002 Universities Act.