

Assistant professor (tenure track) in Marketing

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Location Wageningen

Scientific field Agriculture

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We are looking for

Wageningen University is a top class university, ranking among the world's leading institutions in the food, agri and environmental domains. We are currently looking for an enthusiastic and ambitious marketing researcher who would like to join our Marketing and Consumer Behaviour group as an assistant professor in a tenure track position.

We invite candidates to apply who have the ambition to make scientific and societal impactful contributions to the field of marketing. Your specialization will be the organization of marketing to and by agricultural producers. This field is currently going through a fundamental transition under influence of among others a growing world population, scarcer natural resources, bio-based innovation and bio-refinery, pressure for sustainability and health, service provision, digitalization and use of big data. We see a growing need for expertise on how agricultural marketing can and should be organized in the future to address these and other challenges. We offer you a tenure track position with the aim to become one of the world's leading experts in this domain.

The tenure track position will consist of conducting scientific and societal research (40% of your time), teaching (40% of your time), and scientific and societal relevant management tasks (20% of your time). Therefore, we expect the candidates to be enthusiastic about conducting scientific research that can make essential theoretical advancements (preferably in the field of marketing), and that will impact societal developments.

We ask

We expect that you have a relevant background to build on, such as business-to-business marketing, relationship marketing, or stakeholder marketing. Direct experience with research in food and agribusiness is not required, but you are willing to dedicate your career to this domain. A background in agricultural economics with a clear connection to mainstream marketing expertise is also possible.

We are looking for a tenure tracker who would fit in our team. This means that you are a team player who is motivated to advance the group's research and education as well as your own research and education.

As a Tenure track assistant professor you are an ambitious and enthusiastic scientist who

is devoted to research and education in the field of marketing, and who is eager to make a scientific and societal contribution. The Marketing and Consumer Behaviour group is a cohesive team that consists of ambitious, hardworking, collaborative marketing and consumer behaviour scientists.

You have some years of experience in academia after obtaining a PhD degree and are capable of developing a research and education vision on the domain described above. You have a good statistical background and knowledge of various research methodologies, and you are interested in connecting at least part of your research skills to research opportunities in the agriculture context (or to use agriculture as the application field for at least part of your research). You have experience with publishing your future work in disciplinary marketing journals or top journals in other fields (e.g. applied journals). To sum up:

- * A PhD in marketing or related field with an emerging track record in marketing and some years of experience after your completing your PhD.
- * A track record of publications (in marketing or other fields).
- * Experience in lecturing, running tutorials and thesis supervision.
- * A motivation and ability to develop a vision on scientific and societal impactful research in the domain described above (independently and in collaboration with others).

We offer

Compared to other European Universities, Wageningen University has an exceptional Tenure Track system. In our tenure track system, talented scholars who fulfil the tenure track requirements not only receive tenure as an Associate professor after six years of tenure track (as an Assistant professor), they also can continue to grow into a Professor holding a Personal Chair. The development of a research vision and one's own research line are therefore essential parts of the tenure track position, and the tenure tracker will receive coaching in this process.

Wageningen University in general and the Marketing and Consumer Behaviour group in particular care for its employees. The University and the group will support the talented tenure tracker through training and coaching to grow into the senior staff position.

In line with its focus on scientific and societal impact, the Wageningen Tenure track system focuses on more than publications and teaching evaluations. Fulfilling scientific service (e.g., conducting reviews for top journals) and societal roles (e.g. taking part in advisory boards) also form an essential part of the tenure track career.

We offer you a temporary contract for 38 hours per week, which can lead to a permanent employment contract. Yearly gross salary for Assistant Professors ranges from € 49,474 up to € 67,714 based on full time employment and depending on expertise and experience.

For more information about Tenure Track within Wageningen UR look at <https://www.wur.nl/en/Jobs/Why-choose-Wageningen-University-Research/Your-development-in-focus/Tenure-Track.htm>

More information

Are you a talented marketing scientist at the assistant professor level, who has the ambition to make scientific and societal impactful contributions to the field of marketing? Please respond to this vacancy through our website: <https://www.wur.nl/en/Jobs/Vacancies.htm> before November 25th 2018.

More information about the vacancy can be obtained from Dr. Paul Ingenbleek (paul.ingenbleek@wur.nl).

For more information about the Marketing and Consumer Behaviour group, see <https://www.wur.nl/en/Research-Results/Chair-groups/Social-Sciences/Marketing-and-Consumer-Behaviour-Group.htm>

For further information about working at Wageningen University & Research, take a look at: <https://www.wur.nl/en/Jobs.htm>

We are

The mission of Wageningen University & Research is “To explore the potential of nature to improve the quality of life”. Within Wageningen University & Research, nine specialised research institutes from the Wageningen Research Foundation and Wageningen University have joined forces to help answer the most important questions in the domain of healthy food and living environment.

With approximately 30 locations, 5,000 employees, and 10,000 students, Wageningen University & Research is one of the leading organisations in its domain worldwide. An integrated approach to problems and the cooperation between various disciplines are at the heart of the unique approach of Wageningen.

The Wageningen University Marketing and Consumer Behaviour group is one of the leading research groups in the fields of agriculture and food worldwide. Our group is unique in not only making essential theoretical contributions in the top journals of multiple research fields such as Marketing, Consumer Behavior, Agricultural Economics, Food Sciences, and Psychology, it also emphasizes social impact of research (“Science for Impact”, see www.wur.nl).