



Job Opening

The Faculty of Business Administration and Economics at the Stiftung European University Viadrina Frankfurt (Oder) invites applications for the position of a

W2 Professorship in Business Administration in the area of Marketing

starting October 1st, 2018. The professorship is expected to strengthen education and research in the Management & Marketing group and to contribute to the profile of the university.

The ideal candidate is expected

- to have a competitive research record as indicated by publication(s) in top-tier international Marketing journals;
- to have a pronounced research interest that combines theoretical approaches with empirical research. Ideally, the candidate is open to interdisciplinary research, quantitative and qualitative methods, and has a focus on behavioral-oriented marketing research (particularly, consumer behavior);
- to have experience in successfully acquiring third-party funding;
- to strengthen education and research in the Management & Marketing group with her/his teaching and research program;
- to contribute to and to develop the research strategy and focus of the Management & Marketing group, the Faculty of Business Administration and Economics, and the European University Viadrina;
- to offer university-level courses in Marketing at the bachelor and master level and to contribute to PhD students' training;
- to teach in English;
- to be willing to integrate aspects of gender and diversity into teaching and research;
- to contribute to administrative services at the faculty and university-level;
- ideally deal with the development of the research area in Central and Eastern Europe.

German language proficiency is not required, however, we expect the successful candidate to be able to participate in meetings held in German within two years after appointment. The university's language center offers German language courses.

The appointment is permanent. The general requirements are set according to Article 41 of the Brandenburg Higher Education Act (BbgHG). The European University Viadrina Frankfurt (Oder) supports diversity, equality, and inclusion at the workplace. We encourage women, persons with a migration background and any members of minority groups in our society, as well as less advantaged persons) to apply. Women as well as severely disabled applicants with equal qualification will be given preferential consideration.

For full consideration, please send your application by **February 11, 2018** (stating the reference **1200-18-02**) to:

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