



STIFTUNG
EUROPA-UNIVERSITÄT
VIADRINA
FRANKFURT (ODER)

The European University Viadrina is an international and interdisciplinary university that educates around 4,000 students from all over the world in law, economics, and cultural studies in the twin city of Frankfurt (Oder)-Ślubiice on the Polish and German side of the Oder. It lives the European idea in everyday life, promotes European integration in teaching and research and, with around 300 academic and 300 non-academic employees, forms a community that is particularly concerned with successful communication and cooperation with Eastern Europe.

The Faculty of Business Administration and Economics is seeking to appoint a

W3 Professorship for Digital Marketing (m/f/d/x)

to be filled at the earliest possible date.

The professorship is expected to strengthen education and research in the Management and Marketing group at the Faculty of Business Administration and Economics. It shall advance our understanding of how traditional marketing tools and processes are being reshaped by digital advancements. Research areas that this position addresses can include, but are not limited to, value creation/destruction by AI-driven marketing and communication, ethical challenges related to AI and automatization in marketing, consumer behavior in the digital age, and social media marketing. An expertise in digital marketing contributes to establishing digital transformation as one of the university's key profile areas.

The ideal candidate is expected to

- have a distinguished research profile that combines theoretical approaches with quantitative empirical research,
- have a competitive research record as indicated by publication(s) in top-tier international Marketing journals,
- demonstrate and further develop her*his expertise on transformation processes in Central and Eastern Europe (CEE) to support the university's position as a frontrunner in CEE-related research,
- have experience in applying for third-party funding,
- teach university-level courses in Marketing at the Bachelor and Master level and to contribute to PhD students' training in English.

The following is non-essential, but considered an advantage:

- openness for interdisciplinary research collaborations,
- willingness to integrate aspects of gender and diversity into teaching and research,
- interest in cooperating with Central- and Eastern European research and higher education institutions.

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

The call for applications addresses academics who fulfil the requirements according to § 43 of the Brandenburg Higher Education Law (Brandenburgisches Hochschulgesetz, BbgHG). The professorship is permanent.

The European University Viadrina Foundation is actively committed to diversity and equality for all employees, attaches particular importance to the implementation of equality and inclusion measures and strongly encourages qualified female academics in particular to apply. Further information on the special offers and support measures can be found on our [website](#).

Please apply by **08.07.2026** via the [university's recruitment portal](#) (also available on our [website](#)).

Applications should include: a research and teaching statement (max. 2 pages each), a list of publications, a list of talks and conference presentations, a list of teaching activities and teaching evaluations, if available, a list of externally funded projects, if applicable, and three publications or working papers within the scope of this advertisement). All documents can be uploaded to the [university's recruitment portal](#).

The Dean of the Faculty of Business Administration and Economics, Prof. Dr. Karl Ludwig Keiber, e-mail: wiji@europa-uni.de, will be happy to provide information and answer any questions. If you have any questions about the university's recruitment portal, please contact Dr. Carina Brunner (phone: +49 (0)335 5534-4521, e-mail: berufungsmanagement@europa-uni.de).

This is the English translation of the German call for applications. Only the German version is legally binding.