

Assistant Professor in Marketing

Company:

Aalto University School of Business

Location:

Finland / Helsinki

Discipline:

Marketing

Employment Type:

Permanent Full-time

Posted:

2024-04-15

Contact Person:

If you wish to apply for this position, please specify that you saw it on AKADEUS.

Assistant Professor in Marketing

Application closes on 31.5.2024

Unit School of Business

Job category Faculty, professors

Aalto University is where science and art meet technology and business. Our community is made up of 13.000 students, 400 professors and close to 4 500 other faculty and staff working on our dynamic campus in Espoo, Greater Helsinki, Finland. Diversity is part of who we are, and we actively work to ensure our community's inclusiveness. This is why we warmly encourage qualified candidates from all backgrounds to join our community.

The Aalto University School of Business is the leading business school in Finland. The School belongs to the select group of business schools that have been granted the most important international quality accreditations in its field. It is among the best business schools in Europe in terms of research excellence, its portfolio of pioneering [B.Sc.](#), [M.Sc.](#), Ph.D., and its executive education programs, and its contributions to society. We are committed to identifying and solving grand societal challenges and building an innovative future. The Aalto University School of Business was placed 3rd among the Nordic Business Schools after CBS and SBS and 37th in the overall European Business Schools Ranking 2020 published by the Financial Times newspaper. The ranking lists the top 80 business schools in Europe. The ranking criteria used include the career and salary development of the graduates and overall international dimension of the teaching. In that ranking Aalto ranked second in the Nordic comparison.

Aalto University is ranked 9th in the world by QS and 20th by the Times Higher Education in their rankings of universities under 50 years of age. In the QS Top 50 Under 50 Rankings, Aalto retained its excellent 9th position, being the 3rd highest-ranked European university and the 1st Nordic university. Aalto University performs remarkably well also in the Times Higher Education Young University Rankings, being the 20th in the world and the first among Nordic universities. Read more: [QS World University Rankings 50 Under 50 \(topuniversities.com\)](#), [Times Higher Education \(THE\) Young University Rankings \(timeshighereducation.com\)](#)

Aalto University's purpose is to shape a sustainable future, thus sustainable solutions, radical creativity, and an entrepreneurial mindset can be seen in everything that we do. Read more about Aalto Strategy.

The Department of Marketing at Aalto University School of Business invites applications for full-time as

Assistant professor in Marketing (Tenure track)

Your role and goals

The candidate is expected to exercise and guide scientific research, to provide related higher academic education, to follow the advances of their field, to participate in service to the Aalto University community and to take part in societal interaction and international collaboration in their field. Aalto University has a two-level process for tenure track at the assistant professor level. More advanced candidates can be appointed directly to the second level, based on mutual agreement. See <https://www.aalto.fi/en/tenure-track/tenure-track-career-path> for more details.

The department welcomes applicants with insightful vision on market transformations, and expertise in applying research skills in marketing (e.g., strong methodological knowhow with the emphasis on the modern/latest methods). Potential fields for studying market transformations include: sustainability (including e.g., circular economies, alternative economic and business models, radical market transformations, critical marketing and politics, societal and ecological resilience, sustainable marketing metrics, green marketing practice), fashion and textile (including e.g., luxury brands, slow fashion, distributed manufacturing, fashion entrepreneurship, fashion policy research), digital technologies (e.g., digital marketing, digitalization of markets, digitalization of consumption, VR/AR, marketing ethics), consumer culture (e.g., identity, symbolic consumption, consumer resistance, power and inequality), and retailing (e.g., omnichannel retailing, retail branding, sensory marketing, retail business models, platforms). Finland is a great "platform" to explore the distinctive potential for influencing societal development in an unparalleled manner, offering a great opportunity to engage in rigorous research endeavors aimed at catalyzing meaningful societal impact. The department also encourages excellent marketing scholars from outside these fields to apply.

Your network and team

The Department of Marketing comprises a thriving and dynamic community of faculty, researchers and staff, extending into four primary research domains: Strategic Marketing, Services Marketing, Retail and Sales and Consumer Behavior. With these key marketing disciplines forming the backbone of our study programmes, the Department offers Bachelor's, Master's and PhD degrees that are internationally competitive in quality, innovativeness and timeliness.

For more information about the Department of Marketing, and the current research conducted within the discipline, please visit: <https://www.aalto.fi/department-of-marketing>.

Your experience and ambitions

The selected candidate is expected to perform world-class research, to teach, to supervise and otherwise advance both doctoral and undergraduate education, to be an active member of the international scientific community, and to exhibit academic leadership.

Applicants should hold a **doctorate degree** or have their doctoral thesis under review in a relevant discipline and to have a fluent command of English. The applicants will be reviewed on the basis of their research, teaching, and academic activity in the scientific community. Experience in acquiring funding for research projects and co-operation with industry and research institutions will be considered as an advantage. Evidence of ability and desire to attract grant funding is very welcome.

Markets and consumer culture evolve faster than marketing knowledge and know-how. For this reason, one of the central goals of our research community is to provide the latest tools, techniques and leading-edge thinking for managing and researching this continuously changing landscape. This endeavor is driven by rigorous and ambitious research activity and a lively network of projects with commercial and non-profit sectors, as well as with other academic communities.

At the assistant level, the tenure track covers two terms. The first term is for three years, with renewal for a second four-year term being based on successful mid-term evaluation. Subsequent promotion to Associate Professor is based on a successful tenure review conducted towards the end of the second term. More information on Aalto's tenure track system can be found [here](#).

Aalto University follows the salary system of Finnish universities. Salaries are competitive within Nordic and European contexts. **Typical teaching loads for assistant professors are two courses taught at either bachelor's or master's levels plus master's thesis supervision.** A yearly research package is offered for the first three years of the tenure track. The School of Business will provide relocation support for tenure track professors coming outside Finland. Consistent with EU insurance and pension regulations, Aalto expects full time academic employees to reside and work in Finland. Employees may pursue supplementary teaching and consulting activities within limits and subject to approval from the university HR department. In addition, Aalto University provides its [employees](#) with occupational health care services and retirement benefits.

The selected candidate is expected to start the position between **Autumn 2024-Spring 2025**, but another starting date can be negotiated.

We offer the successful candidate the opportunity to teach and do research in a vibrant and active international community. There are also ample opportunities for cross-disciplinary research and teaching collaboration across Aalto University, as well as for generating societal impact.

- **Meaningful and inspiring environment.** We are proud of our purpose to shape a sustainable future. We renew society with research-based knowledge, creativity and an entrepreneurial mindset.
- **Culture that includes and values everyone.** All our work is guided by the values of the university: responsibility, courage, and collaboration. It's the people that create Aalto, now and in the future. We are an open community where equality and inclusion enable curiosity, innovation, collaboration and wellbeing.
- **Support, coaching and sparring** when you feel you need it.
- Great possibilities for **competence development and learning.** We constantly keep learning to find the most impactful ways to empower – and invest in – our people.

Our vast array of professional development opportunities means you will grow and learn, having the chance to participate actively in staff trainings and development projects based on your interests and needs. There is great freedom in your role, and we have a flexible modern working culture. We value work-life balance and wellbeing in all aspects of life.

The primary workplace is Otaniemi, Espoo. The Otaniemi campus is a thriving and connected community of 100 nationalities, 13,000 students and 4,500 employees. Life at the campus is vibrant and filled with amazing architecture, calming nature, and a variety of cafes, restaurants, services and good connections along the recently opened metro and fast tram lines.

For more information

If you wish to hear more about the position, you can reach out to the Head of the Departmental Tenure Track Committee, Associate professor Sanna-Katriina Asikainen or in questions relating to the recruitment process, HR Partner Jenna Knuutinen. E-mails: sanna-katriina.asikainen@aalto.fi; jenna.knuutinen@aalto.fi

Ready to apply?

If you want to join our community, please submit your application through the link below to our recruitment system [Workday](#) by **31 May 2024 at 23:59 EET (UTC+2)**. Aalto University's employees and visitors should apply for the position by using their existing Workday user account. Please see how to do it [here](#).

To apply, please share the following application materials with us, **in English and as PDF files**:

- Cover letter (Application)
- Curriculum Vitae
- List of publications (with the most significant publications highlighted)
- A research statement describing your past research and plans for future research and/or similar for artistic activities
- Teaching portfolio according to Aalto University's guidelines
- Names and contact details for four referees, or letters of recommendation from four references

General instructions for applicants including language requirements and guidelines for compiling the teaching portfolio and CV are given at <https://www.aalto.fi/tenure-track/interested-in-joining-our-tenure-track>.

All material should be in English. The application material will not be returned. Applications with attachments (in pdf-format) for the tenure track position are to be addressed to the Dean of Aalto University School of Business and submitted through the Workday no later than May 31st 2024.

About recruitment process

Only applications submitted through Workday will be considered. The departmental committee prepares a shortlist with justifications of the most promising candidates among all the applications submitted. Selected shortlisted candidates are invited for a campus visit in August/September 2024. The departmental committee interviews the candidates (regarding research and/or artistic and professional work, teaching, and impact and service). During the visit, candidates also give a job talk. Finally, the departmental committee proposes to the dean the candidate to be recruited.

Aalto University reserves the right for justified reasons to leave the position open, to extend the application period and to consider candidates who have not submitted applications during the application period.

Want to know more about us and your future colleagues? You can watch these videos:

About us:

https://www.youtube.com/watch?v=5k_og_6zUJQ and <https://www.youtube.com/watch?v=dUfEGVM-ZP8&feature=youtu.be>

About your future colleagues:

<https://www.aalto.fi/en/department-of-marketing> and https://people.aalto.fi/47175/Department_of_Marketing

About Finland

Finland is a great place for living with or without family – it is a safe, politically stable and well-organized Nordic society. Finland is consistently ranked high in quality of life and was just listed

again as the happiest country in the world: <https://worldhappiness.report/news/its-a-three-peat-finland-keeps-top-spot-as-happiest-country-in-world/>.

For more information about living in Finland:

- <https://www.aalto.fi/services/about-finland>

More about Aalto University:

- [Aalto.fi](https://aalto.fi)
- twitter.com/aaltouniversity
- facebook.com/aaltouniversity
- instagram.com/aaltouniversity

Aalto University has been awarded with HR Excellence in Research quality label in European Commission, guaranteeing that we adhere to top quality HR practices in both recruitment and employment relations.

More about Aalto University:

- [Aalto.fi](https://aalto.fi)
- youtube.com/user/aaltouniversity
- linkedin.com/school/aalto-university/
- www.facebook.com/aaltouniversity
- instagram.com/aaltouniversity
- twitter.com/aaltouniversity

Contact Person:

If you wish to apply for this position, please specify that you saw it on AKADEUS.