

Professor in Marketing and Head of the Institute of Marketing Management

Company:
ZHAW

Location:
Switzerland / Winterthur

Discipline:
Marketing Management

Employment Type:
80 - 100 %

Posted:
2024-04-18

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

The ZHAW School of Management and Law invites applications for a Professor in Marketing who will take a leadership and business development role as Head of the Institute of Marketing Management and contribute to the development of teaching, research, and outreach in the field of marketing.

Professor in Marketing 80 - 100 % and Head of the Institute of Marketing Management Winterthur

Your role

- Nurture a cohesive culture at the Institute level and actively contribute to the development of the Institute
- Sustain the strong market position of the Institute in executive education
- Lead research activities which generate impact both for industry and academia
- Develop a pipeline of competitive grants with funding institutions ([e.g.](#), Swiss National Science Foundation, Innosuisse, EU) and industry partners
- Teach in the Bachelor, Master, or executive programs
- Represent the Institute in professional and academic networks

Your profile

- PhD in Marketing or a related field
- Established visibility in the field evidenced through publications in high-quality academic journals
- Evidence of competitive research grants and industry funding
- Practical experience gained through work in industry, consulting, or executive education
- Good teaching evaluations at different levels (bachelor, master, and executive education)
- Fluency in German and English, both spoken and written
- Excellent communication skills and entrepreneurial spirit
- Leadership experience at a higher education institution or in an industry context is an advantage

This is what we stand for

Zurich University of Applied Sciences ZHAW is one of Switzerland's largest multidisciplinary universities of applied sciences, with over 14'000 students and 3'400 faculty and staff.

The ZHAW School of Management and Law (SML) is one of the largest business schools in Switzerland with around 9,500 students. It is the only university of applied sciences in the country that is included in renowned rankings published by the business newspaper "Financial Times" and is accredited by AACSB and EQUIS – labels for high quality standards in teaching, research and further education. The internationally recognized bachelor's and master's degree programs, cooperative PhD programs and the numerous continuing education offerings are scientifically sound, interdisciplinary and practice oriented. The SML maintains numerous collaborations with over 190 selected partner universities worldwide.

ZHAW School of Management and Law is committed to increase diversity and explicitly encourage female and/or diverse candidates to apply for this position

What you can expect

We offer working conditions and terms of employment commensurate with higher education institutions and actively promote personal development for staff in leadership and non-leadership positions. A detailed description of advantages and benefits can be found at Working at the ZHAW. The main points are listed below:

Do you have any other questions?

For more information regarding the vacancy, please contact Prof. Dr. Thierry Volery, Leiter Abteilung General Management. Phone +41 58 934 79 28, e-mail: thierry.volery@zhaw.ch

Are you interested?

If you would like to apply, please use the online platform to send us your portfolio, Attn. Laura Steinegger-Hornung.

We look forward to receiving your complete application documents via our online platform by 15 June 2024.

For further information on ZHAW or our Institute, go to: www.zhaw.ch/jobs

[Apply now](#)

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