

Professor / Associate Professor in Marketing

Company:

The German International University (GIU)

Location:

Germany / Berlin

Discipline:

Marketing

Employment Type:

Permanent Full-time

Posted:

2022-06-07

Contact Person:

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

The German International University (GIU) and the German University in Cairo (GUC) cooperate in order to expand their campus in Berlin-Tegel as a hub for education and research cooperation with German and international partners in science and industry and to develop innovative courses of study and research that complement the activities of GUC. The language of instruction is English.

Located in the heart of the German capital, the state-recognized **German International University (GIU)** (www.giu-berlin.de) opens its doors to attracting global talents and opportunities. The main aim of the Management discipline is to study and reflect on global trends to turn them into insights with practical implications that would benefit the economy, the society and intercultural exchange.

The **Faculty of Management and Economic Sciences** invites applications for the following positions effective September 2022 (or later). Appointments are possible also for 50% of the working time.

Professor / Associate Professor in Marketing

Research is expected to address areas such as consumer behavior and consumer psychology, sustainability marketing, marketing strategies, as well as new developments in marketing communications (e.g. digital marketing, gamification). Research and supervision should also embrace topics broadly related to marketing and its impact on business functions in an ever-changing global environment as well as contemporary trends in both developed and emerging economies.

The appointed professor should support teaching activities by taking responsibilities of introductory courses in Marketing as well as courses such as Marketing Research, Integrated Marketing Communications, Marketing Channels and Distribution, Sustainability Marketing, Digital Marketing, International Marketing as well as Research Methodology. The professor will establish a research group and actively promote graduate and undergraduate research at the GIU Berlin as well as contribute to selected teaching and supervision also on GUC Cairo campus to foster teaching and research collaboration.

Qualifications:

- PhD or doctoral degree from a recognized university.

- Excellent scientific achievements, documented by internationally recognized publications.
- Track record of collaborative research and successful supervision.
- Excellent teaching ability at both the undergraduate and graduate levels.
- High capacity to develop pedagogical innovations and to manage a study programme.
- Excellent communication skills (oral, written, presentation).
- Proficiency in English (oral and written).

Application Instructions:

Interested applicants are invited to submit their curriculum vitae including employment history, a statement outlining research and teaching interests, list of publications and projects undertaken and names of at least three referees. Inquiries and applications are to be sent to hr@giu-berlin.de for better consideration kindly state the job title in the subject.

Applications will be reviewed until position is filled. For immediate consideration, submit applications Preferably 30th of June, 2022.

For more information, please visit <http://www.giu-berlin.de>.

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