

Associate Professor (Tenure Track) / Professor in Marketing

Company:
University of Vaasa

Location:
Finland / Vaasa

Discipline:
Marketing

Employment Type:
Permanent Full-time

Posted:
2022-06-23

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

Associate Professor (Tenure Track)/Professor in Marketing

At the University of Vaasa we have an open mind and we want to build a sustainable future. We are a university that invests in high-quality research and teaching and takes on the challenges of our time. We educate responsible and internationally-oriented leaders and experts. We are known for the high quality of our education and our inspiring teachers. At the core of our university is a high level of expertise in business studies, technology, administrative sciences and communication. The discipline-specific research is complemented by our phenomenon-based research platforms.

We are now inviting applications for a **Tenure track position in Marketing** offering an excellent opportunity to build a versatile academic career as a part of our internationally renowned and innovative community. **The position will be filled either as a fixed-term Associate Professor position within the Tenure track system, or as permanent employment as Full professor.** The level is determined by the applicant's merits and career stage.

The position is located in the [School of Marketing and Communication](#), and the research profile as well as activities are connected to the [Marketing and Consumption Research](#) group.

Job description and requirements

The key research and education topics in the subject of Marketing at the University of Vaasa are customer-oriented marketing management, consumer behavior, and management of business relations and networks. We are looking for a person with the level of qualification of a Professor or an Associate Professor to strengthen and continue the strong traditions of the subject in research and education in consumption, consumer behavior and customer value creation. A doctoral degree in business and administration, with a major in Marketing, creates the best base for working in the position.

The desired areas of expertise and interest ideally include, but are not limited to, the following:

1. Customer experience and consumer understanding in business development
2. Consumption processes and consumption related meanings, or

3. Big data analytics and new methods, tools and ways to generate customer understanding and information on consumers and consumption practices.

According to the strategy of University of Vaasa, the person selected for the position has an opportunity to engage in research with University's three multi-disciplinary [research platforms](#) from the fields of energy and sustainable development, digital economy, and innovation and entrepreneurship.

The Tenure track position is research-oriented, but also includes teaching, Master's and Doctoral thesis supervision, applying for external funding for research projects and university administrative tasks. The teaching and supervision activities of the position are intended to support the different teaching programs in Marketing.

Applicants are required to have excellent academic merits, evidence of the potential to produce high-quality research, as well as evidence or the potential to produce high-quality teaching. For the position of Professor, practical non-academic experience in the field is not required but can be considered beneficial. *For further detailed information about the requirements, criteria and our Tenure track procedure , please see: www.uwasa.fi/en/tenure-track*

Salary and benefits

We invest in our employees' occupational well-being by offering comprehensive occupational health care. This includes extensive medical care and preventive measures such as ergonomical check-ups, fitness and culture vouchers, and a multitude of other activities to support well-being at work. Our flexible working times and options such as blended home/campus working contribute to work-life balance. Our commitment to support the career development of our personnel is visible in the broad offering of training and competence development opportunities.

The salary is based on the Finnish University Salary System (YPJ) and subject to regular reviews. The annual starting salary incl. holiday bonuses is approx.

- Associate professor: €56,300 - € 60,900
- Professor: €68,000 - € 82,900

Each University of Vaasa employee automatically belongs to a pension scheme and the majority part of the pension contributions is paid by the employer. We also pay bonuses for publications accepted in high-ranking outlets. For employees moving to Finland from abroad, paid relocation services are available.

More information about [Working at the University | University of Vaasa \(uwasa.fi\)](http://Working at the University | University of Vaasa (uwasa.fi))

Applications

Applications are submitted using the University of Vaasa's electronic recruitment system (See the 'Submit an application' button below). In order for applications to be processed, the application form must be filled out and the enclosures listed below must be attached to it. The application period is open until midnight (Finnish time, GMT +3hrs) **15.8.2022**.

1. Attachments in English (Guidelines: [Application attachments | University of Vaasa \(uwasa.fi\)](http://Application attachments | University of Vaasa (uwasa.fi))):

- Curriculum vitae
- List of publications
- Research plan (max 5 pages): the research plan should detail the ways in which the candidate would direct their research from the perspective of their own discipline towards the focus of the position as described in this call for applications and the strategic focus of

the University of Vaasa's research. The plan must include a description of the phenomena concerned, the perspective on the applicant's own subject and the added-value to be realised from analysing the phenomena as well as possible partners. It is beneficial if the plan also includes potential sources of external financing (programmes or similar) and a publication plan.

- Teaching portfolio (complementary to the teaching merits listed in the CV)

2. In addition, numbered according to the above publication categories:

- Copies of no more than 10 publications that the applicant wishes to be taken into account when evaluating their competence and qualifications. The publications can, if needed, be merged into a maximum of 7 pdf-files.

Further information

- Starting date: as agreed. The appointment is subject to the satisfactory completion of a trial period of 6 months.
- More information about the position:
 - Arto Rajala, Professor, School of Marketing and Communication, email: arto.rajala@uwasa.fi.
 - Kaisu Piirainen, Vice-Director, Faculty and Management Services, email: kaisu.piirainen@uwasa.fi.
 - Inquiries about the online application system: careers@uwasa.fi

Please note that due to the summer holiday season, we will respond to queries until the beginning of July and after that again in August.

The University of Vaasa is located on the West coast of Finland at the heart of Northern Europe's largest energy and environment business cluster. The University of Vaasa is well positioned to interact actively with the surrounding society – internationally, nationally and regionally. Our community includes 5,000 students and 500 employees from 80 countries. More information about:

- expat at the University of Vaasa: [Expat | University of Vaasa \(uwasa.fi\)](#)
- living in Vaasa: [Vaasan kaupunki | Vasa stad | City of Vaasa](#)
- living in Finland: [thisisFINLAND](#)

Application period starts: 2022-06-16 15:00

Application period ends: 2022-08-15 23:59

[Submit an application](#)

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