

# (Full) Professor, Assistant Professor or Associate Professor in Marketing

Company:  
**University of Vaasa**

Location:  
**Finland / Vaasa**

Discipline:

Employment Type:  
**Fixed-term**

Posted:  
**05/07/2024**

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

## Tenure Track position in Marketing

*The University of Vaasa creates an inspiring environment for meaningful work as part of a thriving and diverse university community. Our open-minded, multidisciplinary research responds to the challenges of our time and creates a more responsible future. Our internationally respected education gives students the skills and attitude to change tomorrow. The core of our university is made up of high-level expertise in business studies, technology, and administration and communication sciences. Scientifically grounded research is complemented by our phenomenon-oriented research platforms.*

We are now inviting applications for a **Tenure Track position in Marketing**.

The position will be filled either as a fixed-term *Assistant Professor* or *Associate Professor* position within the Tenure track system, or as a permanent *Professor* position. The level is determined by the applicant's merits and career stage.

### Job description and requirements

The field of the position is *marketing*, but it is also closely connected to the subject area of *international business*. The research profile of the position is linked either to the [Marketing and Consumption Research](#) or [International Business and Marketing Strategies](#) research group.

The main research and education areas of marketing and international business at the University of Vaasa are: customer-oriented management of marketing, consumer behavior, management of business relationships and networks, internationalization of companies, foreign direct investments,

international marketing strategies, responsible and sustainable international business. We are looking for a person at the qualification level of Assistant professor, Associate Professor or Professor in order to strengthen the research and education expertise concerning the subject areas of Marketing and/or International Business.

The following subject areas represent and exemplify (but do not fully cover) possible research areas that we value and are suitable for the task:

- Value creation and service marketing in the global transformation of the energy sector
- Development of business concepts based on consumer and customer understanding in networks between domestic and international companies, especially in the energy sector
- The role of prosumers and energy communities concerning the co-development and adoption of green transition related to renewable forms of energy in global context
- Innovation ecosystems and business networks in the development of sustainable and customer-oriented business operations in international markets
- Possibilities of digitalization, artificial intelligence and analytics to identify and exploit global business potential in green (energy) transition
- Development and global marketing of sustainable and responsible energy products and service solutions

The research profile of the position contributes to the mission of the strategy of the University of Vaasa: sustainable business, energy and society. The University's strategic focus areas are energy transition and technology, business management, and governance and society.

The tenure track position is research-oriented, but also include teaching, thesis supervision, applying for external research funding, and university administrative tasks. The annual working time is 1612 hours based on the general collective agreement for Finnish universities and tasks are agreed in more detail in the Annual Work Plan.

Applicants are required to have an appropriate doctoral degree in business studies, where the main subject area is either marketing or international business, together with excellent academic merits as well as evidence of high-quality research and 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](http://www.uwasa.fi/en/tenure-track)**

## **Salary and benefits**

We are a truly international community of 5500 students and 650 staff members. We work in a unique environment at our maritime campus, with state of the art research laboratories and teaching facilities, located only a short walk away from the Vaasa city centre.

We invest in our employees' well-being and offer extensive occupational health care services, fitness and culture benefits, and a multitude of other activities to support well-being at work. Our flexible working hours and work options such as blended home/campus working contribute to a great 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 both the job requirement and the employee's personal performance in accordance with the Finnish University Salary System (YPJ). The annual starting salary (incl. holiday contributions) is approximately

- Assistant Professor: €51,500 - € 55,700
- Associate Professor: €59,400 - € 64,200
- Professor: €71,800 - € 87,500

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 have a versatile reward system in use. If you are moving to Finland from abroad, relocation services are available.

## 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, EEST) **August 25th, 2024**.

### 1. Attachments in English:

- [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 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 realized from analyzing the phenomena as well as possible partners. It is beneficial if the plan also includes potential sources of external financing (programs or similar) and a publication plan.
- [Teaching portfolio](#) (complementary to the teaching merits listed in the CV)

### 2. In addition, numbered according to the publication categories in the list of publications:

- 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

- The position is located in Vaasa, Finland.
- Starting date: At earliest January 2025 or as agreed.
- The appointment is subject to the satisfactory completion of a trial period of 6 months.
- More information about the position:
  - Dean Arto Rajala (Until 31.7.2024), tel. +358 29 449 8446, Dean Merja Koskela (from 1.8.2024 on) , tel. +358 29 449 8353
  - Professor of Marketing Hannu Makkonen (from 1.8.2024 on), tel. +358 29 449 8102
  - Professor of International Business Arto Ojala (from 1.8.2024 on), tel. +358 29 449 8544
  - Email: firstname.surname (a) uwasa.fi
- Enquiries about the online application system: careers (a) uwasa.fi

Please note that due to the summer holidays, there may be delays in our replies.

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The position is located in the School of Marketing and Communication at the University of Vaasa. Read more about us: [School of Marketing and Communication](#).

The University of Vaasa is located on the West coast of Finland at the heart of one of the most thriving regions in Finland and the Nordic countries' largest energy technology hub. The University of Vaasa is a valued partner in the hub, and well positioned to interact actively with the surrounding society – internationally and nationally. More information about working with us:

- <https://www.uwasa.fi/en/open-positions>
- [University of Vaasa's international rankings and accreditations](#)
- For [new international employees](#) at the University of Vaasa
- living in Vaasa: [Vaasan kaupunki](#) | [Vasa stad](#) | [City of Vaasa](#)
- living in Finland: [thisisFINLAND](#)

Application period starts: 2024-07-04 09:00

Application period ends: 2024-08-25 23:59

**[Submit an application](#)**

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