

# Assistant Professor in Marketing

Company:

**Aalto University School of Business**

Location:

**Finland / Helsinki**

Discipline:

Employment Type:

**Permanent Full-time**

Posted:

**12/11/2024**

Contact Person:

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

*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 has been granted the most important international quality accreditations in its fields and holds the Triple Crown status: AACSB, AMBA, and EQUIS – an honor held by some 1% of business schools worldwide. It is among the best business schools in Europe in terms of research excellence, its portfolio of pioneering B.Sc., M.Sc., Ph.D., 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 3<sup>rd</sup> among the Nordic Business Schools and 37th in the overall European Business Schools Ranking 2020 published by the Financial Times. The ranking lists the top 80 business schools in Europe.*

*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

## **Assistant Professor in Marketing (full-time tenure track position)**

**Your role and our expectations**

The candidate is expected to exercise and lead scientific research, provide related higher academic education, follow the advances of their field, participate in service to the Aalto University community and take part in societal interaction and international collaboration in their field. The position is to be filled at Assistant 1st or Assistant 2nd level of [the Aalto University tenure track system](#). The position is full-time and the preferred starting time is in the Summer or Fall of 2025 but a later date may be agreed upon.

The Department of Marketing welcomes applicants with an insightful vision on “market transformations”, and expertise in advanced research skills in marketing and consumer research (e.g., strong methodological knowhow with an emphasis on contemporary, advanced methods). The applicant should have research experience and interest in studying “market transformations” such as sustainable market development (including e.g., circular economy, alternative economic and business models, critical marketing and politics, societal and ecological resilience, green marketing practice), digital technologies and platforms (e.g., digital marketing, digitalization of markets, digitalization of consumption, artificial intelligence and data-based business models, VR/AR, digital marketing ethics), fashion and luxury domains (including e.g., luxury brands, slow fashion, distributed manufacturing, fashion entrepreneurship, fashion policy research), consumer culture (e.g., identity, symbolic consumption, consumer resistance, power and inequality), and contemporary retailing (e.g., omnichannel retailing, retail branding, sensory marketing, retail business models, platforms).

Overall, Finland in general and Aalto University in particular provide a great “platform” to explore the aforementioned kinds of “market transformation” topic, as well as other topics. There are good opportunities to get access to company and consumer data, as well as even governmental data. This is due to the high level of trust that both Finnish companies, consumers, and the government have in academic research and researchers.

### **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 domains 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 topicality.

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

### **Your experience**

Applicants should have a fluent command of English and hold a **doctorate degree** in a relevant discipline, or have their doctoral thesis under review (“about to defend”). The applicants will be reviewed based on their research, teaching, and other 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.

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

### **What we offer**

Markets and consumer culture often evolve faster than academic 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 business and non-profit sectors, as well as with other academic disciplines.

At the assistant professor 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 a successful mid-term evaluation. Subsequent promotion to Associate Professor is based on a successful tenure review, conducted towards the end of the second term of the assistant professorship. 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 the European context. Typical teaching loads for assistant professors are moderate: two 8-week courses to be taught per year, plus master's thesis supervision throughout the year. A yearly research funding is offered for the first three years of the tenure track. The School of Business will also 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. In addition, Aalto University provides its employees with occupational health care services and retirement benefits.

Aalto University, in broad, offers its academic personnel 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.

Moreover, Aalto University's vast array of professional development opportunities means you will grow and learn, having the chance to participate actively in staff training and development projects based on your interests and needs. You will have 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 Aalto University's Otaniemi campus in Espoo, next to Finland's capital Helsinki. 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.

## Ready to apply?

If you want to join our community, please submit your application through the link below to our recruitment system [Workday](#) by **11th February 2025 at 23:59 EET (UTC+2)**. Aalto University's current employees and academic 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
- Curriculum Vitae, including names and contact details for a minimum of three individuals willing to provide recommendation letters
- List of publications, with the most significant publications highlighted
- Research statement describing your past research and plans for future research (1-2 pages), Please also include your job market paper as part of the research statement package
- Teaching portfolio according to [Aalto University's guidelines](#)

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. 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 platform no later than 11<sup>th</sup> February 2025.

## About the 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 March 2025. The departmental committee interviews the candidates (regarding research and professional work, teaching, and impact and service). During the visit, candidates also give a job talk. Finally, the departmental committee makes a proposition about the candidate to be recruited to the Dean of Aalto University School of Business.

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

## 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 Henri Weijo. In practical questions relating to the recruitment process, you can contact HR Partner Elisa Utriainen. E-mails: [henri.weiho@aalto.fi](mailto:henri.weiho@aalto.fi), [elisa.utriainen@aalto.fi](mailto:elisa.utriainen@aalto.fi)

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](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/departments-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 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/en/careers-at-aalto/living-in-finland>

*More about Aalto University:*

[Aalto.fi](https://www.aalto.fi)

[twitter.com/aaltouniversity](https://twitter.com/aaltouniversity)

[facebook.com/aaltouniversity](https://facebook.com/aaltouniversity)

[instagram.com/aaltouniversity](https://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.*

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