

Professorship in Applied Consumer Psychology

Company:

Pforzheim University

Location:

Germany / Pforzheim

Discipline:

Applied Consumer Psychology

Employment Type:

Permanent Full-time

Posted:

24/02/2025

Contact Person:

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

Pforzheim University, with approximately 6,000 students and 500 faculty and staff members in teaching, research, and administration, is one of the largest universities of applied sciences in Baden-Württemberg. Its three schools – Design, Business, and Technology – combine creativity with business expertise and technical precision. A strong focus on interdisciplinary collaboration, global engagement, technological innovation, and knowledge transfer drives the university's success. Beyond specialized academic training, Pforzheim University emphasizes the holistic development of both students and staff.

The Business School calls for applications for the following professorship in the degree program Business Administration / Consumer Psychology and Market Research to be taken up in the winter semester 2025/26 or later:

Professorship (m/f/d) (W2)

Applied Consumer Psychology

Reference number: 251041

Hours: full time

Pay grade: W2

Application deadline: 27.03.2025

Your Role and Impact:

- Teach lectures in German and English for Bachelor's and Master's degree programs.
- Focus on consumer psychology and empirical market research methods, emphasizing qualitative research and hands-on projects related to consumer insights and behavior.
- Play an active role in refining course methodologies and didactics, as well as shaping the structure and content of study programs, particularly with regard to digitalization in market research.
- Conduct research in your field of expertise while building and maintaining partnerships with academic institutions and industry professionals at both national and international levels.

What We Are Looking For:

- A university degree in psychology, business administration, economics, communication sciences, or a related discipline.
- Strong knowledge of fundamental principles and practical applications in consumer psychology and qualitative empirical research.
- Proven hands-on experience in these fields, along with a well-established network within the market research and insights industry.
- Familiarity with digital technologies and AI applications in market research.
- Commitment to applied research, ideally demonstrated through recent relevant publications.
- Proficiency in English and a willingness to hold lectures in English.

Applicants must meet the formal requirements of holding a university degree and a Ph.D. or an equivalent academic qualification. A minimum of five years of postgraduate experience is required, with at least three years having been gained outside of academia.

Additional details, as outlined in § 47 of the Baden-Württemberg Higher Education Act, can be found in an information sheet available for download on the university's website. Pforzheim University of Applied Sciences is committed to increasing the proportion of women in its workforce and strongly encourages qualified women to apply. Disabled applicants with equivalent qualifications will be given priority.

Please submit your application to the Dean, Prof. Dr. Ulrich Jautz, via our online portal at <https://stellen.hs-pforzheim.de/cdq2t>, including the reference number.

For further information please do not hesitate to contact us at: + 49 7231 28 6944

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