

Professor in Marketing Management and Co-Head of the Institute of Marketing Management

Company:

ZHAW

Location:

Switzerland / Winterthur

Discipline:

Marketing Management

Employment Type:

80 - 100 %

Posted:

08/04/2025

Contact Person:

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

The ZHAW School of Management and Law invites applications for a Professor in Marketing Management. This position will also involve a role as Co-Head of the Institute of Marketing Management, contributing to the positioning of the Institute as a thought leader in the business and academic community.

Professor in Marketing Management and Co-Head of the Institute of Marketing Management 80 - **100 %** Winterthur

Aufgaben

As a Professor, you will

- Lead research activities that generate impact for both industry and academia.
- Develop a pipeline of competitive grants with funding institutions (e.g., Swiss National Science Foundation, Innosuisse, EU) and / or industry partners.
- Teach in the Bachelor, Master, or executive programs.

As Co-Head of the Institute, you will

- Oversee the financial and operational management of the Institute.
- Support staff recruitment, retention, and development.
- Position the Institute as a thought leader in marketing in professional and academic networks.

Profil

- PhD in Marketing or a related field.
- Established visibility in the field evidenced through publications in high-quality academic journals.
- Evidence of competitive research grants and industry funding.
- Track record of high quality teaching and successful curriculum development.
- Practical experience gained through work in industry, consulting, or executive education.
- Fluency in German and English, both spoken and written.
- Leadership experience at a higher education institution or in an industry context is an advantage.

ZHAW School of Management and Law is committed to increase diversity and explicitly encourage female and / or diverse candidates to apply for this position.

We look forward to receiving your complete application documents via our online platform until 10 May 2025

Können wir Ihnen weitere Fragen beantworten?

Für fachliche Auskünfte steht Ihnen NAME, FUNKTION, Tel. XXX XXX XX XX, E-Mail: XY@zhaw.ch, gerne zur Verfügung.

Haben wir Ihr Interesse geweckt?

Dann freuen wir uns auf Ihre vollständigen Bewerbungsunterlagen via Online-Plattform an Laura Steinegger-Hornung.

Weitere Informationen unter www.zhaw.ch/jobs.

[Apply now](#)

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