

# Tenure Track Position in Marketing

Company:

**University of Vaasa**

Location:

**Finland / Vaasa**

Discipline:

Employment Type:

**Permanent Full-time**

Posted:

**02/05/2025**

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, especially in business-to-business 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*. The research profile of the position is linked to the [Marketing and Consumption Research](#) group. The main research and education areas of marketing at the University of Vaasa are: customer-oriented management of marketing, consumer behavior and management of business relationships and networks.

We are seeking a candidate qualified at the level of Assistant Professor, Associate

Professor, or Professor to strengthen our research and educational expertise in the field of Marketing. The ideal candidate will hold a doctoral degree in business studies, with Marketing as the primary area of specialization.

The position focuses particularly on business-to-business marketing. The following subject areas exemplify, but do not exhaust, the kinds of research we value and consider relevant to the role:

- Innovation and technology commercialization in B2B markets
- Customer-focused business development and business model innovation
- Management of key account/supplier relationships and portfolio strategies
- B2B sales management and strategic selling
- Service marketing and value creation in B2B settings
- Business and innovation ecosystems and inter-organizational value creation
- B2B market development
- Sustainability transitions and circular economy in industrial networks
- Data-driven and analytics-enabled B2B decision making
- Digital transformation, platforms, and AI in business marketing

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 includes teaching, thesis supervision, applying for external research funding, and university administrative tasks. The teaching and supervision of the position is intended to support the Bachelor's and Master's programmes in the School of Marketing and Communication, but mainly the programmes in Marketing.

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 together with excellent academic merits, evidence of the potential to produce high-quality research, as well as evidence or the potential to produce high-quality teaching. In 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) **June 1st, 2025**.

### 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 August 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 Merja Koskela, tel. +358 29 449 8353
  - Professor of Marketing Hannu Makkonen, tel. +358 29 449 8102
  - Email: firstname.surname (a) uwasa.fi
- Enquiries about the online application system: careers (a) uwasa.fi

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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:

- [Working at the University](#)
- [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: 2025-04-30 15:00

Application period ends: 2025-06-01 23:59

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

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