

Full Professorship in Marketing Management

Company:

University of St.Gallen

Location:

Switzerland / St.Gallen

Discipline:

Marketing Management

Employment Type:

Permanent Full-time

Posted:

03/09/2025

Contact Person:

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

«A place where knowledge is created» – As a leading business university we set global standards for research and teaching by promoting integrative thought, responsible action and an entrepreneurial spirit of innovation in business and society.

Full Professorship in Marketing Management

The University of St.Gallen and its School of Management are seeking candidates for a Full Professorship in the field of Marketing Management. The triple accredited (EQUIS, AACSB, AMBA) university offers a stimulating and well-equipped research environment with a large network ranging from start-ups, small businesses to large firms to engage in field studies.

We are seeking a colleague with a proven expertise in multi-method empirical research (e.g., primary or secondary data analysis, field experiment /studies, surveys, qualitative research approaches). We favour an interdisciplinary approach drawing from methods and theories across marketing, economics, or information systems. Experience with modern quantitative or data science methods is a plus. The ideal candidate has an internationally recognized and leading track record in research in leading journals in the field of marketing management, reflected in multiple publications in top journals (FT 50), a pipeline of promising research projects, and a strong international academic network, ties with industry, and excellent teaching skills on all levels.

According to our claim “From insight to impact”, the future colleague should convey scientific knowledge with societal relevance to students and have a significant impact on theory and practice. The capability and willingness to contribute to institute leadership and taking over the role as academic director of the Master in Marketing Management in the medium term is expected.

In addition, leading a research team, scholarly commitment, openness to running executive education programs and acquiring external funds are an important part of the position.

The candidate should ideally use innovative and state-of-the art teaching approaches and be able to teach in the field of Marketing Management on all levels in English. If the successful candidate has no prior knowledge of German, he or she will be expected to acquire a passive knowledge of the language within two years.

We seek to fill the position per 1 August 2026 or by mutual agreement.

The University of St.Gallen is committed to promoting equal opportunities and an inclusive working culture. We explicitly encourage women and members of underrepresented groups to apply. We offer dual-career and welcome services for newly appointed faculty (and their families).

For further information, please contact Professor Dr Björn Ambos, Chairman of the Appointment Committee and Dean of the School of Management (facultyposition@unisg.ch).

The application should include a cover letter, curriculum vitae, list of publications, teaching and research statement (each 1 A4-page max), list of acquired funds, identification of one publication that best represent your current research, overview of the teaching portfolio, teaching evaluations, and contact information for two professional references that we may contact if shortlisted for the position.

Candidates should submit their application to the President of the University of St.Gallen, Professor Dr Manuel Ammann, online via www.unisg.ch/professorships at the latest by 12 October 2025. Research talks are expected to take place on 12 December 2025.

[Apply online](#)

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