

Professor in Marketing

Company:

Vilnius University

Location:

Lithuania / Vilnius

Discipline:

Employment Type:

Permanent Full-time

Posted:

14/01/2026

Contact Person:

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

Professor (Marketing)

Business School, Marketing and Communication Competence group.

The date of the call for the competition: 7 January 2026.

Deadline for document submission: 6 February 2026 (local time zone UTC+2).

Professor of Vilnius University is a recognised leader in their field of research and studies in Lithuania; it is the highest teaching position at the University. The professor's responsibilities include scientific research and/or experimental development activities as well as disseminating their results at national and international levels, research-based studies, contributing to the training of researchers and lecturers, providing expert recommendations, carrying out educational activities, educating society at large and/or disseminating achievements of culture.

Description and responsibilities of the position:

It is expected that the Professor will independently (and/or in collaboration with other researchers) initiate and conduct high-quality national and international research in the field of marketing and will publish the results of their research in internationally recognised publications. They will seek to attract external funding for study and/or research activities being implemented, as well as submit the applications for and implement the funded

projects. They will form and lead a group of researchers conducting research in marketing (digital marketing). They will teach students Marketing (Digital Marketing), Research Methods in Lithuanian and/or English and prepare methodological study materials. They will supervise final theses of students, doctoral dissertations, and/or the work of research fellows. As an expert in their field, they will provide insights and recommendations to the public when necessary. They will foster professional relations with their colleagues abroad. They will take an active part in national and international associations in their field. They will promote the speciality of marketer and entrepreneur, and International Business bachelor's and Digital Marketing master's studies. They will implement other functions assigned to a professor related to studies, research, methodological, and organisational activity, as provided for in the legal acts of Vilnius University.

Required qualifications:

Doctoral degree (PhD in social sciences; field of research – Marketing).

Supervision of a doctoral student and/or postdoctoral intern.

Ability to teach in Lithuanian and /or English.

Internships in international/foreign scientific institutions.

Description of Mandatory Competences for the Career Stages of Researchers at Higher Education and Research Institutions [HERE](#).

Description of other required qualifications is available [HERE](#).

In case the candidates are of equal standing, the following will be considered an advantage:

Experience in leading international scientific projects; more than half a year of international teaching or scientific experience, hands on experience in the field of marketing.

The selection of candidates will be held on the basis of qualitative expert evaluation and, when necessary, in other ways. A more detailed description of the procedure for holding recruiting competitions is available [HERE](#).

Starting at: 01 September 2026, the contest is held for a five-year term of office.

Workload: Full-time position.

Official salary: EUR 4240.00 (before tax).

Candidates shall submit the following documents:

[Description of academic activities in English](#) together with a list of publications (when completing the **Pedagogical Competencies** section, please refer to the [Guidelines for Evaluating the Pedagogical Competencies](#)). When completing the **Activity Plan** section,

please prepare an activity plan that would be aligned with the priorities of the [Vilnius University Strategic Plan](#) and the [action plan](#) (https://www.vu.lt/external/vu/files/Strategic_Plan_2023-2025_VU_BS.pdf) of the Business School.

Curriculum Vitae.

Certified copies of qualification documents and diplomas (not applicable to current Vilnius University employees).

All documents shall be submitted to danute.rasimaviciene@vu.lt, with '**Professor (Marketing)**' in the subject line.

About Vilnius University Business School

Vilnius University Business School - leading business education institution in Lithuania. Established in 1989 it was the first business school in Lithuania that was fully integrated into Vilnius University as a separate faculty in 2016 with a strong academic reputation nationally and globally.

Vilnius University Business School holds **international accreditations** from **Association of MBAs (AMBA)** and **Accreditation Council for Business Schools and Programs (ACBSP)**, which certify the quality, relevance, and continuous improvement of its business programmes according to global standards. These accreditations reflect the School's strong commitment to excellence in business education and its alignment with international best practices.

The School offers **nationally accredited undergraduate, postgraduate programmes**, with a strong focus on entrepreneurship, management, international business, innovation, and responsible leadership. Its teaching philosophy combines **academic excellence with practical, real-world business experience**, equipping students with critical thinking, problem-solving, and leadership skills needed in a rapidly changing global economy.

The School is highly internationally oriented, offering programmes taught in English, strong partnerships with universities and industry worldwide. Programmes focused on entrepreneurship and innovation, are designed for ambitious professionals seeking to create impact, grow businesses, and lead change.

Vilnius University Business School is fostering an entrepreneurial ecosystem that supports both academic learning and real-world application.

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