

Full Professorship(s) in Marketing, Digitalization and Organization

Company:

Aarhus University

Location:

Denmark / Herning

Discipline:

Marketing, Digitalization and Organization

Employment Type:

Permanent Full-time

Posted:

25/01/2026

Contact Person:

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Full professorship(s) in marketing, digitalization and organization

The Department of Business Development and Technology ([BTECH](#)) at Aarhus BSS, Aarhus University invites applications for one or more professorships in marketing, digitalization and organization.

A professorship is a full-time, permanent position. The starting date is 1 August 2026 or as agreed upon.

Successful candidates will join the [AIROD](#) research group, which explores how organisations, businesses and society adapt to major economic, technological and environmental developments.

Job description

We seek candidates who can strengthen and expand our research profile. We are particularly interested in applicants whose work advances knowledge in areas such as:

- marketing strategy and management
- digital marketing

- digital business development
- sustainability
- digital and sustainable transformation
- organization.

A significant part of our research involves collaboration with business partners; therefore, we particularly welcome candidates whose research addresses real-world challenges and involves active engagement with industry. Aligned with the department's interdisciplinary profile, we look for candidates with a demonstrated interest and ability in interdisciplinary collaboration and knowledge integration, particularly in addressing complex organizational and societal challenges.

The successful applicants will be expected to teach and supervise students across all levels. Our study programme portfolio includes an MSc in Business Sustainability, a BSc in Economics and Business Administration, Cand.it (It, Kommunikation og Organization, ITKO) as well as industry-oriented training. Courses relevant to the position are taught in both Danish and English.

Professors are expected to take a leading role in the department's cross-cutting activities. These activities may include mentoring of junior faculty, developing and directing interdisciplinary research groups, securing external research funding, contributing to broader teaching initiatives, managing curriculum development or leading projects with practical business implications and significant industry involvement.

Your qualifications

Applicants must possess very strong research qualifications and teaching skills, demonstrate experience in research leadership and show a proven ability to secure external funding.

Applicants should have a minimum of 4-5 years of experience as associate professor or experience as full professor.

In the evaluation process, primary emphasis will be placed on the last 5-10 years of the candidate's career. Appropriate consideration will be given to periods of leave.

Applications are assessed based on the following:

1) Research qualifications

Applicants are expected to have a strong international research profile with emphasis on original contributions within their field of research and clear evidence of progress and momentum in research activities. Research qualifications must be documented through a substantial body of high-quality work, and applicants must demonstrate continued productivity since attaining the rank of associate professor. In addition, applicants are

expected to present promising ideas for future research.

2) Teaching competences and experiences

Teaching and supervising students at all levels are core responsibilities for a professor in the department. BTECH maintains high ambitions for teaching at the bachelor's, master's and PhD levels. Applicants are expected to have extensive teaching experience across all levels of academic teaching, including PhD supervision, and to demonstrate generally positive student evaluations. Applicants must submit a teaching portfolio that clearly documents didactic/pedagogic competences, course coordination and contributions to teaching or course development. Completion of university-level pedagogical training is required, if not already obtained.

3) Research impact and outreach

Applicants should also have strong communication skills and experience with research dissemination. This may be documented through publications aimed at broader audiences, participation in public debate or industrial research collaboration.

4) Qualifications related to research cooperation and leadership

Applicants are expected to have substantial experience in research leadership and collaboration. Relevant experience includes industry partnerships, project participation and leadership, editorship of academic journals or edited volumes and the organisation of professional conferences and workshops.

5) The ability to obtain and manage external funding

Applicants are expected to demonstrate the ability to secure external funding and must document successful management of externally funded research projects.

Non-Danish speakers are required to acquire a working knowledge of Danish within the first 3 years of employment. Where relevant, the department will grant time off from teaching duties to attend Danish courses during the first two years of employment.

Permanent employment as professor at Aarhus BSS requires completion of, within a two year period, the [supervision course](#) and also the course [Online and blended learning](#) provided by Centre for Educational Development at Aarhus University.

The evaluation process

Shortlisting is applied. This means that an appointment committee (assisted by the chair of the assessment committee) advises the head of department on which applicants best match and possess the qualifications, competencies, experience and potential described above under "Your qualifications" and in the faculty's criteria for evaluating candidates for permanent positions.

Through the shortlisting process, the head of department selects the applicants who will

receive a thorough assessment of their professional qualifications. These applicants will then be assessed by an expert assessment committee. All applicants will be notified whether or not their application has been shortlisted and forwarded to the assessment committee for evaluation. Shortlisted applicants will also be informed of the composition of the committee.

Please note that the assessment of applicants is based solely on the material received before the application deadline.

Read more about the recruitment process, shortlisting procedure and guidelines for assessment committees [here](#).

Read more about Aarhus BSS' professorship policy [here](#).

Application deadline

23 February 2026.

Who we are

BTECH is part of Aarhus BSS, Aarhus University – a top 100 university. Aarhus BSS has achieved the triple-crown AACSB, AMBA and EQUIS accreditations. BTECH is located in the business-oriented and entrepreneurial city of Herning. The department excels in business, IT and engineering disciplines and emphasises the importance of company collaborations. We have around 1,200 students and close to 100 academic staff members. Each year, approximately 500 students are involved in company projects in more than 250 companies ranging from SMEs to leading multinationals. Our incubator [Business Factory](#) launches 10 new companies each year.

We influence society through business development and technology. For this reason, many research projects are conducted in close collaboration with industry on the basis of new data and new technologies. These projects are generously supported by the ERC, Horizon Europe, the Independent Research Fund Denmark and the Danish Industry Foundation, among others.

More information about BTECH is available [here](#).

Place of work

Department of Business Development and Technology, Birk Centerpark 15, DK-7400 Herning.

Further information

For further information about the position and the department, please contact Head of Department Anders Frederiksen, tel. +45 6162 2027; email: afr@btech.au.dk.

If you need help uploading your application or have any questions about the recruitment

process, please contact HR Supporter, Anna Bruun Pedersen, email: anpe@au.dk.

International applicant?

Aarhus University offers a broad variety of services for international researchers and accompanying families, including relocation service and career counselling to expat partners. Please find more information here:

<https://internationalstaff.au.dk/relocationservice/>

Please find more information about research opportunities at Aarhus University here:

<http://international.au.dk/research/>

Terms of employment

The appointment is made in accordance with the [Memorandum on Job Structure for Academic Staff at Danish Universities](#) as well as the circular on the [Collective Agreement for Academics Employed by the State](#) (in Danish).

The job content and qualification requirements are described in further detail in the [Ministerial Order on the Appointment of Academic Staff at Universities](#).

Application procedure

When you apply for this position it is mandatory to attach the following:

- Application.
- Curriculum Vitae. You are encouraged to declare any periods of leave without research activity, including, for example, maternity leave, since your research activities are assessed in relation to your actual research time.
- Education (diploma for master's, PhD and possibly higher doctoral degree).
- List of publications (the enclosed publications must be clearly marked on the list of publications).
Publications. Up to 10 publications can be included in the application. In the event of several authors the publications must be accompanied by a co-author statement concerning the applicant's share of the collaborative work with the consent of the co-authors. [This template may be used for the purpose](#).
- Teaching portfolio. The specific requirements regarding the documentation can be found [here](#).

Materials which cannot be uploaded together with the application may be submitted in five copies to Aarhus BSS HR & PhD, Aarhus University, Bartholins Allé 16, DK-8000 Aarhus C.

Read more about how to apply for an academic post at Aarhus BSS [here](#).

Aarhus University's ambition is to be an attractive and inspiring workplace for all and to

foster a culture in which each individual has opportunities to thrive, achieve and develop. We view equality and diversity as assets, and we welcome all applicants.

Ensuring gender balance at BTECH is a high priority at Aarhus University, and we particularly encourage women to apply for this position. No candidate will be given preferential treatment, and all applicants will be assessed on the basis of their qualifications for the position in question.

The application must be submitted via Aarhus University's recruitment system, which can be accessed under the job advertisement on Aarhus University's website.

[APPLY ONLINE](#)

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