

# Assistant Professor in Marketing on the Technological Transformation of Consumption and Markets

Company:

**Università della Svizzera italiana**

Location:

**Switzerland / Lugano**

Discipline:

**Marketing on the Technological Transformation of Consumption and Markets**

Employment Type:

**Permanent Full-time**

Posted:

**05/02/2026**

Contact Person:

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## Assistant Professor in Marketing (Tenure Track) On the Technological Transformation of Consumption and Markets

### Candidate Profile

Thematically, the successful candidate has demonstrated research excellence in consumer and/or marketing-informed studies of technology and/or the digital economy and their interdependence with consumer cultures, marketing practices, and social justice. She/he has an active research agenda including, but not limited to, topics such as digital consumption and blended forms of (im)materiality; the datafication of consumers, goods, and markets, with their ontological, epistemological, and methodological implications; algorithmic control and technological affordances; the role of automation, (generative) AI, and robotics in current and emerging markets; platform economics; the ideologisation of technology (i.e., technoideologies); and questions of social and ecological sustainability such as digital vulnerabilities or digital ownership. We welcome research theoretically sound and strategically relevant to companies and other stakeholders.

Epistemologically, the ideal candidate has a critical approach to research and education. She/he is expected to challenge held assumptions and explanations of digital marketing and the

technoscape, critically reflecting on issues such as the tensions between technologies and the "human", dematerialisation and hybridisation, and the grounding paradigms of markets, marketing, and consumption (capitalism, materialism, neoliberalism, responsabilisation, growth/postgrowth/degrowth business models, etc.).

Methodologically, we encourage applications from candidates who share the Institute's critical, cultural and qualitative focus. We invite multimethod-oriented candidates, yet we request passion and expertise in qualitative and interpretive methods. Said methodological expertise can range from more established methods in marketing (in-depth interviews, ethnography, netnography, semiotics, etc.) to emerging or less established methods (historical methods, videography, etc.). The successful candidate has either a multidisciplinary background or an attitude to work in multidisciplinary teams.

The ideal candidate should satisfy the following requirements:

- a PhD in Marketing, Consumer Culture Theory, or related disciplines. Other disciplinary backgrounds - including, but not limited to, (business) anthropology, critical studies, political sciences, sociology, social studies of technology - are also welcome, as long as these backgrounds are contextualised within consumer, market and/or marketing studies;
- research excellence reflected in a promising track record and a high-quality pipeline in internationally well-recognised marketing journals. Any documented experience with grant applications is very appreciated;
- genuine interest in teaching and tutoring students, and some successful teaching experience;
- excellent command of English, both written and spoken. Knowledge of the Italian language is not required initially, but will be required within three years of taking up the post;
- availability to promote "good citizenship" in the Institute and the Faculty by providing service to the University and the profession. Readiness to collaborate with colleagues (engage in scientific dialogue, listen, and think critically) is required. Any documented experience with service (e.g., organisation of conferences, committee membership, other institutional service activities) is welcome;
- excellent presentation and interpersonal skills, including teamwork orientation.

Applications from candidates with profiles other than those described may still be considered if they are deemed suitable for contributing to the development of the Institute and the Faculty.

## **Job Description**

This post offers the opportunity and resources for a young scholar of excellence to become an important member of a vibrant research group and be involved in the Institute's research and teaching programmes. During the tenure track and for any subsequent promotions, the successful candidate will be expected to:

- in line with USI policy, be very active in acquiring competitive research funding from SNSF (Swiss National Science Foundation), Innosuisse, and similar institutions;
- contribute to research internationally and locally in her/his field of competence, including publications in Consumer research and Marketing journals;
- act in an advisory capacity for PhD candidates and coordinate assistants' activities;
- successfully develop, teach, and run courses at all levels (Bachelor, Master, and eventually PhD) on marketing and the technological transformation of marketing and business-related communication (e.g., Advertising and Consumer Representations, Industrial Marketing,

Customer Experience, Go-To-Market, Post-growth Marketing) (33 ECTS in three years, with the possibility of starting at a reduced teaching load in the first year, to be compensated in the following two years);

- generously take part in the Faculty and the Institute organisation (Faculty Board, Professors' Board, committees, and other related tasks, etc.);
- contribute to the development of the USI Library in her/his field of competence

**See job advertisement:**

*<https://content.usi.ch/sites/default/files/storage/attachments/imca/imca-assistant-professor-marketing-2026.pdf>*

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