

Professor of Marketing

Company:

Tallinn University of Technology

Location:

Estonia / Tallinn

Discipline:

Employment Type:

Permanent Full-time

Posted:

25/03/2026

Contact Person:

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

PROFESSOR OF MARKETING (TENURED OR TENURE TRACK)

Workload: **Full-time** (40 hours/week)

Contract Type: **Permanent**

Start date: **01.11.2026**

Application Deadline: **25.05.2026**

The Department of Business Administration at Tallinn University of Technology (TalTech) is seeking an accomplished and motivated academic leader to fill the position of Professor of Marketing.

JOB DESCRIPTION

The objective of the professorship is to advance high-level research and education in the field of marketing at Tallinn University of Technology. The position involves leading and carrying out study and scientific and development processes in the field of marketing, including leading and developing a research group. We are seeking a candidate who actively contributes to one or more of the following areas: service marketing and design, customer engagement, consumer behaviour, marketing analytics, business-to-business marketing, digital marketing, or other relevant topics reflecting the dynamics of today's economy.

The position may be filled as tenured or tenure track associate professor or full professor, depending on the candidate's qualifications and career stage. The appointee will be

expected to conduct research and teach in the field of marketing and lead a research group focused on contemporary marketing challenges such as inclusive service design, AI-enhanced methods, and/or sustainable business models. In the area of teaching, the candidate is expected to deliver and continuously develop high-quality courses in marketing, including marketing research methods, quantitative research methods, and/or AI-enhanced research approaches. This includes designing and delivering courses in business and marketing programmes, as well as contributing to the teaching of engineers and technology experts in its field. In addition, the appointee will supervise and co-supervise students at Bachelor's, Master's and Doctoral levels and mentor early-stage researchers. In the area of research, the appointee will be required to implement and lead research in the field of marketing, actively apply (initiate itself and coordinate) research funding (including national and EU-funded grants), participate and coordinate the preparation of the tenders and contractual research proposals from national and international sources, publish high level research articles. The candidate is expected to collaborate with other research teams at TalTech as well as nationally and internationally, stimulate research activities at the university, and continuously expand national and international networks involving both academics and practitioners to strengthen the marketing research group and foster interdisciplinary cooperation within TalTech.

The professor is expected to lead the research and teaching in marketing within the Department of Business Administration and TalTech more broadly. This includes initiating and coordinating new research projects in the related field, developing international research collaboration networks (including with EuroTeQ partner universities), leading curriculum development and pedagogical innovation in the field, and strengthening TalTech's internationally recognized expertise in marketing. The professor's role includes participation in national and international professional decision-making bodies and committees, collaboration with academic journals including peer reviewing, promotion and dissemination of the research field, and the consolidation, systematization, and further development of marketing-related activities within the Department of Business Administration. In addition, the professor will support the development of continuing education and knowledge transfer to society.

For more detailed information on the position, please contact Marit Laos, Assistant to the Head of the Department of Business Administration marit.laos@taltech.ee

PROFESSIONAL EXPERIENCE

- A doctoral degree in a research field relevant to the position (e.g. marketing, or a related interdisciplinary field).
- Research and/or academic work experience in a field relevant to marketing.
- Proven experience in research and development activities, including successful participation as a principal investigator or responsible project leader in competitive research projects.
- Proven ability to obtain research funding from national as well as international sources.

- A strong publication record and citation impact comparable to professors at reference universities in the same field.
- Experience in teaching at all levels, including supervision of Master theses.
- Successful supervision or co-supervision of one or more doctoral theses.
- High proficiency in English; for Estonian language proficiency, a performance agreement allowing up to two years to achieve the intermediate level may be applied.

THE DOCUMENTS REQUIRED FOR APPLYING

To apply for the position please send the following documents in English **by 25.05.2026** (the application deadline) at the latest by using the [application link](#):

- a motivation letter;
- documents proving that the candidate holds the required academic degree and has acquired the required education;
- a curriculum vitae and a list of publications;
- an academic portfolio, which includes a motivated self-evaluation regarding compliance with the requirements for the tenured professor position set out in the Academic Career Management Regulation, Annex 3 “Academic Evaluation Matrix” (shall be submitted by a university staff member only), or a free format evaluation of the academic activity undertaken so far (including a description of teaching, supervising and research project experiences) and the competencies required for work detailing how the candidate meets the qualifications of the position (shall be submitted by an external candidate only);
- a vision or an action plan for the following period of employment (the maximum total length: 1,500 words);
- any other documents deemed important by the applicant.

Contact for additional information on the documents required for applying and the recruitment process: TalTech Human Resources Office, email konkurss@taltech.ee.

WHY PREFER WORKING AT TALTECH

The department offers:

- A dynamic, modern and international work environment.
- Flexible working hours with occasional remote work by agreement with the head of the department. The main location will be in Tallinn.
- Opportunities for personal and professional development.

- A wide network for multidisciplinary cooperation.
- Support for the preparation and submission of competitive research funding applications.
- Access to relevant infrastructure.
- Competitive salary depending on the candidate's qualification and performance.

TalTech has a green and one of the most compact university campuses in Europe that includes the Tehnopol Tallinn Science Park. Low hierarchy, academic freedom and a balanced work and family life are valued at TalTech. The university provides individual development and training opportunities, material and non-material tokens of acknowledgement, sporting opportunities at TalTech Sports Club and all-staff activities.

ADDITIONAL INFORMATION

The Department of Business Administration deals with topical and relevant aspects of businesses - covering sustainable business development, knowledge and innovation management, risk management, strategic management, marketing, operations management, supply chain management, accounting, human resources management, performance management, digitalization, international business, and entrepreneurship - in its research and teaching activities.

TalTech is the flagship in engineering and IT science and education in Estonia, providing higher education at all levels in engineering and technology, information technology, economics, science, and maritime. TalTech's mission is to be a promoter of science, technology, and innovation and a leading provider of engineering and economic education in Estonia.

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