

Lecturer to Associate Professor in Servitisation and Sustainable Market Transitions

Company:

University of Auckland

Location:

New Zealand / Auckland

Discipline:

Servitisation and Sustainable Market Transitions

Employment Type:

Permanent Full-time

Posted:

07/05/2026

Contact Person:

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

Waipapa Taumata Rau | The University of Auckland

The University of Auckland creates globally transformative impacts through its distinctive strengths in world-leading research, scholarship, teaching and collaborative partnerships, inspired by its unique position in Aotearoa New Zealand and the Asia-Pacific.

Join New Zealand's top-ranked and triple-crown accredited Auckland Business School, with an international reputation for shaping the future of research and teaching excellence, and be part of its continued growth as you embark on the next phase of your academic career in the following research areas:

- ***B2B Sales, Service, and Servitisation***
- ***Prosocial, Sustainable Market Transitions***

Te Whiwhinga mahi | The opportunity

With continued growth across the faculty, we seek to attract ambitious, collegial, and research-active academics with cross-disciplinary research interests in integrated sales-service systems and servitisation in B2B contexts who will light the path to new knowledge. Exploring how organisations design, govern, and scale customer-facing

systems that integrate relationship management, service operations, analytics, and technology to enable value co-creation and sustainable performance. Scholarship that connects decision-making and operations excellence with B2B market-facing strategy, including the organisational and ethical implications of AI-augmented selling and service, is of particular interest.

This position also involves how organisations, markets, and institutional fields co-evolve in transitions toward prosocial, sustainable, and low-impact forms of capitalism. The position emphasises responsible innovation and organising for sustainability, linking organisational strategies and business model change to legitimacy, behaviour change, and inclusive outcomes in society. We are particularly interested in colleagues who bridge “business beyond profit” with concrete pathways for trust, ethics, and cross-stakeholder alignment in contested and uncertain transition contexts, in line with [Juncture Research Centre](#)’s mission to interrogate and reimagine capitalism for the benefit of people and planet.

In addition to growing your academic profile and reputation, you will also be committed to shaping an exceptional learning experience for students, contributing to an innovative teaching environment using a variety of methods. The appointee will have the opportunity to teach across different related domains and courses, likely in the Department of Marketing and/or Management and International Business (MIB).

All candidates will bring the potential to contribute service and citizenship within and beyond the University, as well as to actively participate in Department, Faculty and University committees and activities.

The Business School attracts high-calibre students to our world-class undergraduate and postgraduate programmes. We take pride in the excellence demonstrated by our internationally recognised scholars, who lead a vibrant research ecosystem supported by interdisciplinary research centres and a global network of visiting experts who contribute to both teaching and research.

This is a **full-time** (40 hours per week) **permanent** position (subject to continuation).

Remuneration depends on experience and achievements, and will be aligned with our [Academic Standards policy](#). It will be within the following ranges:

- Lecturer (L): NZ\$99,788 - NZ\$119,204
- Senior Lecturer (SL): NZ\$126,863 - NZ\$158,904
- Associate Professor (AP): from NZ\$165,808

For more information about this role, please refer to the [Position Description](#).

He kōrero mōu | About you

You will be collegial, with an interest in interdisciplinary research and teaching, and have strong communication skills, able to articulate your plans and ideas.

You must hold a PhD in a relevant discipline (or be close to completion if applying at Lecturer level) along with:

Potential (L) or proven track record (SL/AP) in

- successfully delivering Under- and Postgraduate courses
- publications in top-ranked journals in relevant disciplines (e.g., ABDC A* or A-ranked or AJG 4*, 4 or 3-ranked journals)
- attracting funding from internal and external reputable funding schemes
- designing curriculum (part or entire course/programme)
- successfully supervising PhD and Masters students to completion in a relevant discipline.

Ngā āhuatanga kei a mātou | What we offer

As New Zealand's largest, highest ranked and most comprehensive research intensive university, you will find the support to grow and the freedom to lead, charting ambitious research pathways with the backing of the University. We are committed to supporting your career with:

- Excellent research, teaching, and campus facilities
- Generous Research & Study Leave
- Full range of research and leadership development programmes and mentoring support

For more information, please visit [Staff Benefits](#).

Auckland is a vibrant cosmopolitan and growing city with a population of 1.8m (greater Auckland area). The University is located in the metropolitan centre and commercial heart of Aotearoa New Zealand. We have an abundance of natural features, including four stunning harbours, accessible coastline, native bush and moderate temperatures, which help us retain our reputation as one of the best cities in the world to live.

Me pēhea te tuku tono | How to apply

Applications must be submitted online by **01 August 2026**. *Applications will be reviewed and progressed to interview on a continuous basis, so please do not wait for the closing date to apply. We reserve the right to close advertising early if the positions are filled from applications already received.*

Please include a cover letter outlining your interest and ability to relocate if required, CV, statement of your teaching philosophy, teaching evaluations and a statement of the direction and ambition of your research programme, with a full publication, PG supervision and research grant record.

For a confidential discussion, please contact Professor Ismail Golgeci (Deputy Head of Department, ISOM, MIB and Marketing) via ismail.golgeci@auckland.ac.nz

Please note we are happy to answer your questions, but applications must be made online.

Additional Information

Equity

The University is committed to meeting its obligations under the Treaty of Waitangi and achieving equity outcomes for staff and students in a safe, inclusive, and equitable environment. For further information on services for Māori, Pacific, women, LGBTQIATakatāpuiMVPFAFF+, people with disabilities, parenting support, flexible work and other personal circumstances go to www.equity.auckland.ac.nz

[I'am interested](#)

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