

Assistant Professor of Marketing

Company:

Nyenrode Business University

Location:

Netherlands / Breukelen

Discipline:

Marketing

Employment Type:

Permanent Full-time

Posted:

2023-05-16

Contact Person:

Prof. dr. ir. Kitty Koelemeijer +31346291440 /If you wish to apply for this position, please specify that you saw it on AKADEUS.

Assistant Professor of Marketing

Location Breukelen

Weekly hours 1,0 fte

Level PhD

Nyenrode Business Universiteit is seeking faculty candidates with teaching and research interests in Marketing and related fields (tenure track).

The successful candidate is expected to:

- Demonstrate excellent teaching and research skills in marketing and quantitative research methodologies, with a particular focus on emerging (digital) technologies, data science, and AI. Ideally, the candidate has expertise in behavioral sciences, such as data science, and quantitative psychology/economics.
- Teach courses using innovative pedagogy on topics such as Marketing Strategy, Marketing Management, Consumer Behavior, Digital Marketing, Customer Relationship Management, Services Marketing, Innovation & New Product Development, and Business Research Methodology in our various BSc, MSc, and MBA programs as well as possibly within our Executive programs.
- Individually and together with colleagues, develop and carry out a portfolio of high quality, original research leading to publications in reputed academic journals as indicated by the ABS journal list, such as Journal of Marketing, International Journal of Research in Marketing, Journal of Marketing Research, Marketing Science, Marketing Letters, Journal of Consumer Research, Journal of Product Innovation Management, Industrial Marketing Management, and European Journal of Marketing.
- Supervise BSc /MBA/MSc students, and with progressing experience, also co-supervision of PhD students.
- Develop and update teaching approaches, materials, cases, and exercises for existing and new courses, including electives.
- In consultation with the department chair, the assistant professor has the possibility to further pursue their own research interests.
- Contribute to services at the departmental and university levels.

Who are you?

- PhD in Marketing / Business Administration / Psychology / Marketing Science / Artificial Intelligence or other relevant discipline (near to completion of PhD will also be considered).
- Excellent teaching and communication skills (fluency in English is expected).
- Demonstrated ability to teach courses in the areas mentioned.
- Demonstrated ability to do research.
- Enthusiasm and Team Skills.

Who are we?

Nyenrode Business Universiteit offers a combination of sound theoretical framework, practical relevance, and personal development. Thanks to this combination, Nyenrode develops sustainable added value for companies and for society. Nyenrode is a small-scale private university, founded in 1946 for and by business, with an international orientation. Nyenrode offers degree and executive education programs in business, management, accountancy, and controlling, and conducts research in these disciplines. The mission of Nyenrode is: 'Serving society by shaping responsible leaders.' Central to everything we do are our core values of Leadership, Entrepreneurship and Stewardship. Do you recognize yourself in these core values? The university is located in Breukelen and Amsterdam.

What do we have to offer?

Nyenrode Business Universiteit can be characterized by a combination of a prominent level of professionalism and an informal atmosphere. Salary will depend on position and qualifications. Tax benefits may apply. The initial appointment will be for 1 year with a possibility for a permanent position.

The university is an equal opportunity/affirmative action employer and is committed to maintaining an intellectually and culturally diverse faculty. Internationals, minorities, women, and personas with disabilities are encouraged to apply. Nyenrode offers a competitive salary with attractive secondary benefits. For more information on Nyenrode visit www.nyenrode.nl.

Interested?

Interested candidates are invited to forward their application (a cover letter, curriculum vitae, one or two recently published papers, present research activities and pipeline, recent teaching evaluations, and three references) to jobs@nyenrode.nl. Please put reference **kk110523** in the subject of your email.

Should you have any questions about this vacancy you can contact Kitty Koelemeijer, Director Center for Marketing & Supply Chain management: k.koelemeijer@nyenrode.nl

Screening of applications begins immediately and will continue until the position is filled.

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