

**Position Announcement:**

**Full Professor of Marketing with focus on Interactive Marketing and Social Media  
(Ref.no. 220890)  
WU (Vienna University of Economics and Business)**



WU (Vienna University of Economics and Business) is currently inviting applications for the position of a Full Professor<sup>1</sup> of Marketing with focus on Interactive Marketing and Social Media at the Department of Marketing.

WU is the largest business university in the European Union and is centrally located at the heart of Europe. The University maintains an excellent position as a center for research and teaching and attracts an international group of students and faculty. It offers a broad range of subjects in all areas of economics and business administration. WU is one of only five EQUIS accredited universities in the German-speaking world and is striving to achieve a top position among the leading European business universities. For details, please see [www.wu.ac.at](http://www.wu.ac.at).

The successful candidate is expected to have established an international reputation as a researcher in his/her field and have an outstanding publication record.

Applicants should have: a) a solid academic qualification (e.g. PhD, habilitation) in Marketing; b) an outstanding international reputation in high quality scholarship in the area of Marketing with focus on Interactive Marketing and Social Media, especially by having demonstrated the ability to publish in top-tier journals of the field; c) a strong record in attracting research funding; d) a demonstrated commitment to excellence in teaching; and e) proven leadership qualities.

We expect a strong interest in teaching at bachelor, master, and PhD levels as well as in executive education programs. The successful candidate is expected to contribute to the Department's responsibilities for other master programs (in the field of Global or International Marketing). Teaching experience in English is required; teaching experience in German is not necessary. Non-German-speaking candidates will be expected to acquire proficiency in German over a certain period of time.

It is desirable, that the new professor should take an active role in the University's self-governance.

For details of the position, please contact Professor Peter Schnedlitz, Chairman, Department of Marketing, by phone: ++43-1-31336-4622, or email: [peter.schnedlitz@wu.ac.at](mailto:peter.schnedlitz@wu.ac.at).

Candidates should send their applications (including all relevant documents, curriculum vitae, list of publications, list of classes held, etc.) to the Rector of WU Wirtschaftsuniversität Wien, Professor Christoph Badelt, Augasse 2-6, A-1090 Vienna. Electronic applications can be sent to [prof.application@wu.ac.at](mailto:prof.application@wu.ac.at). Please quote the reference no. given above when submitting your application. Applications must be submitted by March 17<sup>th</sup>, 2013.

WU is an Equal Opportunity Employer and seeks to increase the number of its female faculty members. Therefore qualified women are strongly encouraged to apply. In case of equal qualification, female candidates will be given preference. WU has established an Equal Opportunities Working Group, which is involved in all selection proceedings pursuant to § 42 of the 2002 Universities Act.

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<sup>1</sup> employed under salary group A 1 pursuant to the Collective Bargaining Agreement for University Employees [Kollektivvertrag für die Arbeitnehmer/innen der Universitäten], minimum gross yearly salary: €63,996.80; the actual annual gross salary is subject to negotiation