The Business School of the University of Mannheim is inviting applications for the position of a

**Full Professor of Marketing (W-3).**

The duration of the fixed-term, 6-year contract is based on § 50 Section 2 No. 3 of the Baden-Württemberg Higher Education Act (LHG).

The University of Mannheim is a thriving university located in the economic heart of Germany, close to lovely wine regions and only 30 minutes from Frankfurt airport and Frankfurt city. The University of Mannheim counts more than 12,000 students and 195 academic faculty members. Its Business School holds the AACSB, EQUIS and AMBA accreditation. It offers a well-established and resource-equipped research infrastructure, plus a competitive strategy that will strengthen and advance its position as a leading institution in research and business education in Germany and Europe.

Applicants are expected to make important contributions to research and teaching as a member of the Area of Marketing & Sales of the Business School at the University of Mannheim.

Applicants should be internationally renowned for their outstanding research with a strong track record of high-quality publications in marketing and related fields. Applications from all areas of marketing are encouraged to either strengthen existing research areas or to contribute to the expansion of expertise within the Area of Marketing & Sales.

In addition to research, we expect applicants to have excellent teaching skills and evaluations. The candidate should teach in the Bachelor’s and Master’s programs as well as in the Doctoral program of the Center for Doctoral Studies in Business at the University of Mannheim. Furthermore, we expect the willingness to offer courses in the MBA programs of the Mannheim Business School. The Area of Marketing & Sales stresses innovative teaching methods (focus on interactivity using case studies, simulations, and other applied teaching methods). All courses are taught in English. Proof of English language skills is therefore explicitly desirable.

The professional requirements are based on § 47 LHG. Requirements for appointment are a university degree, educational aptitude, a doctorate and additional scientific achievements, proven by a habilitation or by comparable scientific achievements.

The University of Mannheim values intensive student support and therefore expects faculty members to maintain a strong presence at the University. In order to strengthen the integration of the University into the regional environment, it is also assumed that the appointee is willing to make the region the center of her/his life.

The University of Mannheim aims to increase the proportion of women in research and teaching and therefore explicitly encourages applications from qualified female scientists.

Disabled applicants with similar qualifications as other applicants are given preference.

Applications must be sent to recruiting-marketing@bwl.uni-mannheim.de by **May 18, 2020**. Alternatively, applications can be sent by mail to the Dean of the Business School, Prof. Dr. Christian Becker, University of Mannheim, Schloss, D-
68131 Mannheim. For further information and questions please contact Prof. Dr. Sabine Kuester (kuester@bwl.uni-mannheim.de).

Data protection: Please note that data transmitted via unencrypted email communication may be subject to unauthorized access by third parties and confidentiality cannot be guaranteed. Information regarding the collection and processing of personal data according to article 13 of the GDPR is provided on the website of the University of Mannheim under “Employment Opportunities”. Submitted documents will only be returned if the application includes an envelope with sufficient postage. Otherwise, the documents will be destroyed in accordance with the data protection law after the application process is completed. Electronic applications will be deleted accordingly. Find more information on the University homepage: https://www.uni-mannheim.de/en/about/employment-opportunities/data-protection-during-the-job-application-process/