

The University of Cologne, Germany, invites applications for four temporary faculty positions (tenure track is possible) at the Assistant Professor (Junior Professor, W1) or Associate Professor (Professor, W2) level

4 Assistant/Associate Professors in the research area Value Creation in a Changing Customer and Media Environment (tenure track is possible)

The digital transformation of our economic and societal system is fully underway. This revolution in communications and media technology massively reduces the costs of administering social and commercial transactions leading to important implications for how value is generated and appropriated in those systems. These changes comprise, unprecedented levels of transparency around economic transactions, active engagement of customer in value chains, and resource allocation tasks that are commensurate with these global, multiplex and high-velocity value chains. In this context, the Faculty of Management, Economics, and Social Sciences at the University of Cologne is seeking candidates for its research cluster “Value Creation in a Changing Customer and Media Environment” in the following fields:

Consumer Psychology and Behavior (W1)

We are looking for candidates with a clear profile and interest in experimental or survey research focusing on substantive and applied research questions. Candidates should have a background in psychology. Within the thematic context of the research initiative, we welcome a range of research specializations, including but not limited to consumer decision-making in digital environments, consumer co-creation of products and services, or consumer perceptions of online marketing strategies. We seek to employ one assistant professor in this field.

Marketing and Digital Environment (W1/W2)

We are looking for behavioral, quantitative, and/or managerial candidates who have a clear profile and interest in experimental, empirical, or quantitative modeling research focusing on substantive and applied research questions. Candidates may come from a wide background, including marketing, general business administration, psychology, statistics, economics, or information systems. Within the thematic context of the research initiative, we welcome a range of research specializations, including but not limited to media and communication strategy, marketing and business strategy, marketing-accounting/finance interface, marketing and data analytics, branding, E-commerce, social media, and digital technologies. We seek to employ two associate or assistant professors in this field.

Digital Transformation and Analytics (W1/W2)

We are looking for a behavioral, quantitative, and/or managerial candidate who has an interest in empirical research focusing on substantive and applied research questions. The candidate should have a background from (business) informatics, information systems or computer science. Within the thematic context of the research initiative, we welcome a range of research

specializations, including but not limited to business intelligence, data mining, social media management, or (data driven) business models. We seek to employ one assistant or associate professor in this field.

The overall research initiative is empirical in nature hence such an approach is required from all candidates. Successful applicants are expected to demonstrate excellent teaching skills and to contribute actively to the ongoing development of the faculty's teaching program. International experiences, such as a Ph.D. from a leading international University or other long-term international teaching or research experiences are appreciated. All teaching duties will be carried out primarily in English language.

Associate professors are expected to make a significant contribution to the output of the research initiative. For these positions, a substantial track record of research (preferably in top-tier journals) and an active research program are expected. Associate professors are appointed for 5 years and teach 4.5 sessions per week (9 SWS).

For **assistant professors**, an active research program with publications or potential publications in top-journals is expected. The initial employment for assistant professors is three years. After a positive evaluation, a renewal for another three years is possible and desired. Assistant Professors teach 2 sessions per week (4 SWS) during the first three years and 2.5 sessions per week during the second three years.

For some of these professorships, tenure track can be given during the application process depending on academic track record, especially the excellence of the research performance and strategic fit. This applies for associate and assistant professors.

The University of Cologne is committed to increase the percentage of women in research and teaching. Applications of women are specifically invited. In the case of equal qualifications, competence and specific achievements, women will be considered on preferential terms within the framework of the legal possibilities.

The University of Cologne is an equal opportunity employer in compliance with the German disabilities laws. Persons with disabilities are therefore strongly encouraged to apply.

We primarily seek to employ associate professors, but also strongly invite candidates to apply for assistant professorships. Please clearly state the research field of interest and whether you want to apply as an assistant or associate professor. The application should consist of the following documents: letter of interest, curriculum vitae, a teaching statement, doctoral thesis, two recent (working) papers, and three names of references. Sending an electronic version (pdf) is encouraged – before 05.11.2014 to the following address: bewerbung@wiso.uni-koeln.de.

www.uni-koeln.de

