



# **Assistant Professorship (Tenure Track) in Digital Marketing Analytics**

The Faculty of Business and Economics of the University of Basel, Switzerland, invites applications for an Assistant Professorship (Tenure Track) in Digital Marketing Analytics to begin on August 1, 2023.

## **Your position**

The appointment will be at the level of an Assistant Professor with tenure review after five years. The Faculty of Business and Economics is fostering a collaborative research environment in which all members are empowered to continuously increase the quality of research. The successful candidate maintains a strong research programme, shall teach in our Bachelor of Arts and Master of Science degree programs and contribute to the faculty's doctoral program. The teaching commitment amounts to 4 academic hours per week or approximately 40 contact hours each semester. Teaching may be carried out in English.

## **Your profile**

We seek to fill this position with candidates who have a PhD in marketing or a related field whose research focuses on new quantitative methods and technologies that arise in the context of marketing.

## **We offer you**

The University of Basel is a comprehensive research university. Therefore, our faculty is particularly committed to excellence in research. We offer a supportive research environment with a collegial atmosphere, and comprehensive research support. The faculty combines business and economics, and cherishes disciplinary diversity. The successful candidate will have opportunities to interact with colleagues from related fields such as behavioral marketing, machine learning, statistics, and industrial organization. Switzerland has excellent opportunities for grant support, and the city includes one of the world's largest life sciences industry hubs.

The University of Basel is an equal opportunity and family friendly employer committed to excellence through diversity. The faculty is committed to increasing the proportion of women holding professorships and thus strongly welcomes female applicants.

## **Application / Contact**

Applications, including a cover letter, a curriculum vitae, a short outline of current and planned research projects, job market paper, details of teaching experience, and the names and contact information of at least two references that are willing to upload confidential letters of recommendation should be submitted through the [online portal](#) no later than September 30, 2022.

For further information please do not hesitate to contact the Dean Prof. Dr. Rolf Weder at [rolf.weder@unibas.ch](mailto:rolf.weder@unibas.ch), as well as the coordinator for appointment opportunities, Yvonne Mery, at [dekanat-wwz@unibas.ch](mailto:dekanat-wwz@unibas.ch).