The **Technical University of Munich (TUM)** invites applications for the position of

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### Tenure Track Assistant Professor
### Associate Professor
### Full Professor
### in » Marketing Analytics «

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to begin as soon as possible. The professorship is endowed by the Dieter Schwarz Foundation and will be located in Heilbronn.

### Scientific environment

The professorship will be assigned to the TUM School of Management and affiliated with the Academic Department *Marketing, Strategy & Leadership*. The scientific environment for the professorship will be the TUM Campus Heilbronn. The professorship is targeted to join the *Heilbronn Data Science Center* and to connect to the *Innovation Park Artificial Intelligence*. This unique European ecosystem will offer excellent collaboration opportunities, especially with professorships at the *Center for Digital Transformation*. The school is currently listed as one of the strongest German business schools for research. We aim to create a real impact through our research, contributing to solving humanity's greatest challenges. Existing members of the business school publish regularly in top business, economics, and general science journals. An interdisciplinary research environment awaits the successful candidate. The school has close ties to industry.

### Responsibilities

Responsibilities include research and teaching, as well as the promotion of early-career scientists. We seek to appoint an expert in the research area of Marketing Analytics, focusing on the intersection with advanced technologies like virtual/augmented reality and hyper-personalization (driven by artificial intelligence). Teaching responsibilities include courses in the university's bachelor and master programs, especially in the *Bachelor in Management & Data Science* and the newly designed *Master in Management and Digital Technology*. A firm commitment to the Heilbronn Data Science Center and active involvement in its build-up phase are greatly appreciated.

### Qualifications

We are looking for candidates who have demonstrated excellent achievements in research and teaching in an internationally recognized scientific environment relative to the relevant career level (please see www.tum.de/en/faculty-recruiting-faq/ for further information).
A university degree, an outstanding doctoral degree or equivalent scientific qualification, pedagogical aptitude, and the ability to teach in the English language are prerequisites. Substantial research experience abroad, strong knowledge of data science applications for marketing research, and the commitment to conduct interdisciplinary research are expected. We specifically value a proven ability to gain and lead cooperative research projects and to attract third-party funding (DFG, EU, AiF). Experience in the development of a research center is also beneficial.

### Our Offer

Based on the best international standards and transparent performance criteria, TUM offers a merit-based academic career path for tenure track faculty from Assistant Professor through a permanent position as Associate Professor and on to Full Professor. The regulations of the TUM Faculty Recruitment and Career System apply. TUM provides excellent working conditions in a lively scientific community, embedded in the vibrant research environment at Bildungscampus Heilbronn and close interaction with family-owned firms in the region. Services and core facilities will be shared in a center model. The TUM environment is multicultural, with English serving as a common interface for scientific interaction. TUM offers attractive and performance-based salary conditions and social benefits. The TUM Munich Dual Career Office (MDCO) provides tailored career consulting to the partners of newly appointed professors. The MDCO assists in the relocation and integration of new professors, their partners, and accompanying family members in the greater Heilbronn area.

For further information on the position please see our information package.

### Your Application

TUM is an equal-opportunity employer and explicitly encourages applications from women. The position is suitable for disabled persons. Disabled applicants will be given preference in case of generally equivalent suitability, aptitude, and professional performance. Application documents should be submitted in accordance with TUM's application guidelines for professors. These guidelines and detailed TUM Faculty Recruitment and Career System information are available at www.tum.de/faculty-recruiting. Here, you will also find TUM's information on collecting and processing personal data as part of the application process.

Please submit your application by **24 May 2024** via the TUM recruitment portal: www.recruit.tum.de