



UNIVERSITÄT
BAYREUTH



FAMILIE IN DER
HOCHSCHULE

The University of Bayreuth is a research-oriented university with internationally competitive, interdisciplinary focus areas in research and teaching. The Faculty of Law, Business & Economics at the University of Bayreuth is currently seeking to appoint a



Full Professor of Marketing & Service Management

at pay grade W 3 (minimum salary per month: 7,217 euros) to commence at the earliest convenience. This is a permanent civil service position.

The Chair of Marketing & Service Management is integrated in the business administration unit Marketing & Services of the Faculty of Law, Business and Economics and will cover the field of service management in both research and teaching. The applicant should demonstrate a high level of published research on service management from a marketing perspective, for example in the areas of service design, service innovation, or transformative services in the profit and non-profit sectors.

An outstanding international research profile embedded in dynamic research networks is expected. Due to the interdisciplinary orientation of the research area, the ability to work in an interdisciplinary manner in research and teaching must be demonstrated. Interdisciplinary cooperation with the Department of Sport Science and the Institute of Innovation & Entrepreneurship is expected. With regard to teaching, contributions are to be made to the core and cross-cutting degree programmes (especially Sport, Business & Law and Media Studies) offered by the Faculty of Law, Business & Economics. Expertise in the innovative design of digital and analogue teaching concepts would be particularly welcome. The ability to teach in English is a prerequisite for employment, since key parts of the curriculum are offered in English. International applicants must be willing and able to teach in German at latest by the end of the third year following the start of employment.

The general administrative requirements for hiring professors at universities in Bavaria apply. A complete description of the vacancy can be found at www.uni-bayreuth.de/en.

Please submit your cover letter and supporting documents (CV outlining education and academic career, list of publications, list of courses taught, experience obtaining external funding, as well as copies of all diplomas and certificates) to the Dean of the Faculty of Law, Business & Economics, Prof. Dr. Jörg Gundel, by **15.10.2020** using the web platform <https://uni-bayreuth.berufungsportal.de>. If you have any questions or require additional information, please contact the Dean at dekan.rw@uni-bayreuth.de. Application documents cannot be returned to the applicant, and if unsuccessful, the files will be permanently disposed of in accordance with data protection law.