

In the Department of Business Administration of the Faculty IV - Economics and Social Sciences/Mathematics/Computer Science - of Trier University, the following professorship is vacant as of October 1, 2023:

**W3-Professorship for Business Administration, in particular Marketing and Innovation  
(Successor to Prof. Dr. Rolf Weiber) (m/f/d)**

We are looking for an internationally recognized personality, who represents the field of marketing at the interface to innovation. This has been demonstrated by empirical field research and outstanding publications, especially in the areas of market introduction, commercialization and diffusion of innovative products, services and business models, also in the context of digitalization. In teaching, the subject of marketing should be covered extensively and complementary to the Chair of Marketing and Retailing. Excellent didactic skills and the ability to teach in German and English are expected, as well as knowledge of multivariate statistical methods, which shall be conveyed in teaching. Involvement in regional knowledge transfer and a close link to the "Forschungszentrum Mittelstand" (SME Research Center) is expected. Previous experience in the acquisition of third-party funding is a prerequisite.

The employment requirements are based on § 49 of the Higher Education Act of Rhineland-Palatinate; in particular, pedagogical aptitude and outstanding scientific achievements must be demonstrated. The state of Rhineland-Palatinate and Trier University advocate a supervisory concept in which a strong presence of the teaching staff at the location of the university is expected. Trier University strives to increase the number of its female employees and therefore strongly encourages women to apply. Severely disabled persons and persons with equal status according to § 2 para. 3 SGB IX will be given preferential consideration if they are suitable (please enclose proof).

Applications with the usual documents should be sent in writing by July 28, 2022 to the Dean of Faculty IV at Trier University, 54286 Trier (as well as in the form of a **single** PDF document to [dekanatfb4@uni-trier.de](mailto:dekanatfb4@uni-trier.de)).

We kindly ask you not to submit application documents in folders or envelopes and also only as uncertified copies, as the documents will not be returned; they will be destroyed after the selection process has been completed.

**Please send your application to**  
Universität Trier, Dekan des  
Fachbereichs IV, 54286 Trier, Germany  
[dekanatfb4@uni-trier.de](mailto:dekanatfb4@uni-trier.de)

**Contact**  
Dr. Daniel Felten  
T: +49 651 201-2640 Mail: [dekanatfb4@uni-trier.de](mailto:dekanatfb4@uni-trier.de)  
[www.uni-trier.de](http://www.uni-trier.de)