



Profile for the Professorship (W2/W3): Marketing and Psychology

29.11.2018

1. Description of the Position

The faculty position is a full-time professorship in 'Marketing and Psychology' (Denomination in German: 'Marketing und Psychologie'). The position includes both teaching and research and is remunerated as a W2 or W3 position (salary grade) under the relevant state law.

2. Faculty and Institute

The professorship is part of the Faculty of Business and Economics and, within this, will be part of the Institute of Management & Organization (IMO). The Faculty of Business and Economics at the Leuphana University of Lüneburg comprises a broad spectrum of disciplinary and interdisciplinary knowledge and skills in basic and innovative fields of research, teaching, and practice. Professors with disciplinary backgrounds in business administration, psychology, economics, engineering, law, and business information systems jointly pursue the Academic Initiative in 'Management and Entrepreneurship'. Within this initiative, the Faculty of Business and Economics bundles its research activities into four interdisciplinary areas: 'Behavior and Change', 'Digital Transformation', 'Entrepreneurship', as well as 'Technology and Innovation'. Research and teaching is deliberately aligned with the *Principles for Responsible Management Education (PRME)*, with universal values in curricula and research that contribute to a more sustainable and inclusive global economy.

The Institute of Management and Organization (IMO) is a multi-disciplinary research department, predominantly comprised of professors with backgrounds in psychology and/or business administration and economics. Consequently, the IMO increasingly pursues the interplay of management and psychology in both research and teaching. The institute's mission is to realize innovative, critical, creative, and reflective research in management, psychology, and adjacent fields. We are enthusiastically committed to research-based education and to implement this understanding in the business world in a constructive, engaging, and sustainable manner (see PRME). Professors strive to publish research in highly-ranked academic journals across a spectrum of research areas, reflecting the department's multi-disciplinary approach. There is a keen interest in developing new forms of teaching and learning environments in collaboration with Leuphana colleagues, international researchers, students, and partner organizations.

3. Focus of the position

The Academic Initiative 'Management & Entrepreneurship', for which the Faculty of Business and Economics is responsible, is complemented by the professorship 'Marketing and Psychology'. We ask that our new colleague engages herself in the interdisciplinary research conducted at the IMO and contributes to the Faculty's mission of generating knowledge and competencies for responsible, sustainable management in a complex, evolving society.



The professor should address research, teaching, and transfer activities that, in general, contribute to bridging the disciplines of management and psychology. Specifically, the new colleague should focus in her research on marketing in a broader sense, particularly examining underlying psychological processes grounded in economic-, social-, consumer-, and/or advertisement psychology. Our new colleague is invited to contribute to the Faculty's focal research area of 'Entrepreneurial Management & Psychology'—for instance, by examining empirical research questions focusing on advertisement, pricing, consumer choice, and (monetary) decision-making.

3.1 Contribution to Research

The professor shall actively contribute to the research focus of the IMO, which refers to the interface between management and psychology. The candidate's primary research focus should examine behavioral effects and underlying processes in the domain of marketing, consumer behavior, and decision-making. The candidate's disciplinary background is secondary and can be rooted in business administration, psychology, or related fields.

The professorship is expected to investigate empirical, theoretical, and practical questions of marketing in a broader sense, particularly with regard to underlying psychological processes. The research approach can be informed from social-, economic-, general-, consumer-, or advertisement psychology. Specifically, various research endeavors are welcome that examine, for instance, pricing and brand perception, decision-making, advertisement effectiveness, the psychological influence of money and pay, societal marketing, affective and emotional reactions, social psychological foundations of marketing, sales promotion, embodiment processes, digital strategies, and their respective underlying psychological processes. The professorship should contribute to the interdisciplinary research areas of 'Behavior and Change' and/or 'Entrepreneurship'. The candidate is invited to join the Research Center for Entrepreneurship and the Research Center for Digital Transformation, which seek to integrate disciplinary approaches with a strong content focus on the respective research topic.

3.2 Contribution to Teaching

The professorship is expected to contribute to different study programs within the Faculty of Business and Economics (e.g. in the Bachelor programs 'International Business Administration & Entrepreneurship' or 'Economic Psychology'; in the Masters program that focuses on Entrepreneurial Management and Psychology). In general, professors at Leuphana engage in approximately one seminar/lecture on the Master's and the Bachelor's level, as well as in the "Leuphana Semester" or in the "complementary studies" with students from a variety of disciplines. It is also expected that the professorship contributes to the further development of the doctoral studies program.

The professor should provide demanding, theoretically and methodologically sound teaching at a high didactical level, ideally reflected in respective teaching evaluation (or potentially teaching awards). In addition to the courses listed above, the professor's tasks include advising and supervising students, completing examinations, and supervising final theses on the Bachelor and Master level. The willingness to participate in quality control and further development of the study programs at Leuphana is a prerequisite.



In accordance with the recommendations of the gender policies of the University, Leuphana fosters gender and diversity related competences of its students. The professor acknowledges this policy as a principle of teaching activities, she is sensitive to gender and diversity issues, and incorporates findings of gender studies and approaches to diversity in her teaching.

3.3 Contribution to Transfer

Colleagues within the Faculty of Business and Economics have in recent years repeatedly been involved in further training and transfer activities on the basis of their own research achievements. For example, through cooperation with collaborators from the business world, and events in the areas of knowledge transfer, participation in continuing education measures, as well as start-up consulting and training. The Leuphana Economic Forum pursues a direct exchange with practitioners on relevant management issues of the 21st century – for instance, the sustainable management, gender pay differences, or digital transformation. The professor is expected to contribute to knowledge transfer and dissemination, and she will have the opportunity to participate in training and societal education activities.