TUM School of Management
Technical University of Munich

Appointment details

PROFESSOR IN MARKETING
Information for candidates

July 2018
CONTENTS

Dean's welcome .................................................. 3
Technical University of Munich .......................... 4
TUM School of Management ................................. 5
Multiple locations – more possibilities .................. 6
TUM Campus Heilbronn ......................................... 7
Our vision and mission ......................................... 9
Our values .......................................................... 10
Ethics and sustainability ...................................... 11
Research ............................................................ 12
Teaching .............................................................. 13
Application for professorships ............................ 14
How to apply ....................................................... 16
Professorships at German universities ................. 17
Living and working in Heilbronn ......................... 18
Further information and website addresses .......... 19
Our task at TUM School of Management is to bridge the divide between management and technology. We do this in a number of pioneering ways. Our reputation as one of the leading business schools in Germany and our unique location in the heart of Europe means that we can attract the very best students from around the world. We teach them how to work in a rapidly changing global economy and how to contribute to solutions for the grand societal challenges. The expertise that they acquire during their time with us enables them to convert their enthusiasm for technological innovation into the products and services of the future.

Our research pushes at boundaries. The cutting-edge work done by our academics combines state-of-the-art knowledge of modern entrepreneurship with thought leadership in a wide range of areas relating to management, engineering and the natural and life sciences. Our high levels of academic excellence are reflected in our outstanding rankings – yet we remain relevant for business. Our Advisory Board plays an important role, bringing together leading figures from the corporate world, academia and society to advise the school on strategic matters.

TUM School of Management is currently at a monumental point in its history. In February 2018, the Technical University of Munich (TUM) signed an agreement with the Dieter Schwarz Foundation (DSF) to create a new teaching and research facility in the city of Heilbronn. This is one of the most important endowments in the history of German universities. DSF will perpetually fund 20 new professorships for business studies, complete with equipment and infrastructure: 13 of them at the new TUM Campus Heilbronn and seven in Munich. This makes TUM the first university in Germany to establish an additional campus in another federal state.

For current and future faculty, this is a once-in-a-lifetime opportunity to help build up a new campus with new areas of specialization in research and teaching. TUM Campus Heilbronn will focus particularly on the areas of digital transformation, family-run businesses and entrepreneurship – areas for which the local region is particularly known.

We invite you to become a part of this exciting development. Come and experience the uniquely dynamic atmosphere at TUM School of Management. Join us, and together we can continue to achieve academic excellence and prepare the leaders of tomorrow for the challenges of a digital world.

Professor Gunther Friedl
Dean of TUM School of Management
The Technical University of Munich (TUM) combines first-class facilities for cutting-edge research with unique learning opportunities for students. It is committed to finding solutions to the major challenges facing society as we move forward. The university thinks and acts with an entrepreneurial spirit. Its aim: create lasting value for society.

The Technical University of Munich (TUM) is one of Europe's leading universities, with more than 545 professors, around 10,000 academic and non-academic staff, and 40,000 students. It combines outstanding research with unique offerings for students. The university focuses on the engineering sciences, natural sciences, life sciences and medicine; reinforced by schools of management, education and governance.

TUM has a very strong position in national and international rankings. It regularly appears high on the Shanghai Ranking, the QS World University Ranking, the rankings published by CHE (Center for Higher Education) and the Times Higher Education. In 2006 and again in 2012, it was recognized as a University of Excellence by the German government. Seventeen Nobel Prize winners and inventors such as Rudolf Diesel, Carl von Linde and Rudolf Mößbauer have all done research here.

TUM forges strong links with companies and scientific institutions across the world. It is a truly entrepreneurial university, fostering a supportive environment for innovation with a market-oriented approach. Its strong international presence and reputation is further strengthened by its campus in Singapore and offices in Beijing, Brussels, Cairo, Mumbai, San Francisco and São Paulo.
The School of Management at TUM has a unique focus on the interface between management, and engineering and the natural and life sciences. Our task is to bridge the divide between management and technology.

TUM School of Management currently has 40 professors and some 300 staff members in total. We cooperate with more than 100 internationally renowned universities and business schools. We work closely with a wide range of corporate partners in Germany and abroad.

In 2017, TUM School of Management joined a selected international group of business schools to be awarded what is known as the “Triple Crown” – accreditation by the AACSB (Association to Advance Collegiate Schools of Business), AMBA (Association of MBAs) and EQUIS (European Quality Improvement System) awarded by the European Foundation for Management Development.

To achieve this feat, an institution has to meet a large number of criteria, including having a highly qualified teaching staff, a curriculum with an international character, close-knit interactions with business and substantial dedication to ethics and sustainability.

Also in 2017, we were ranked as the best German business school in the Korea University Business School (KUBS) Worldwide Business Research Rankings, which put us among the top 100 business schools in the world.

According to the Frankfurter Allgemeine Zeitung and Handelsblatt, our professors are among the most influential economists and management scholars in Germany and German-speaking countries. In the 2017 CHE ranking, we scored three top rankings for research and achieved top positions in 11 of the 12 student-rated categories.
TUM School of Management operates in places where it finds the best interactions with other disciplines and the corporate world.

This is why TUM School of Management is located in Munich, Garching and Weihenstephan and cooperates with the new TUM Campus Straubing for Biotechnology and Sustainability – in addition to our brand-new TUM Campus in Heilbronn.

Munich, the capital of Bavaria and home of global companies such as BMW, Siemens and Allianz, offers great opportunities to interact with DAX companies, large corporations and start-ups.

In Garching is the TUM Entrepreneurship Research Institute (TUM ERI). It is one of Europe’s leading research institutes in the emerging field of entrepreneurial studies. The institute houses our interdisciplinary team of 20 scientists, and devotes its energies to further developing the field and deepening our understanding of entrepreneurial individuals and enterprises.

In Weihenstephan, our professors and their staff teach and research in close collaboration with their colleagues from the life sciences. Management studies are also represented at the new TUM Campus Straubing for Biotechnology and Sustainability.

Currently under development is our ambitious new TUM Campus Heilbronn on the Bildungscampus Heilbronn (Heilbronn Education Campus). The campus lies in the heart of Heilbronn-Franken, a geographical area that is home to a significant number of innovative firms, many of them family-led small and medium-sized enterprises that have achieved top positions in world markets.
TUM CAMPUS HEILBRONN

A new teaching and research facility in Heilbronn – one of the most ambitious higher-education projects in Germany.

As part of an initiative by the Dieter Schwarz Foundation (DSF), TUM School of Management is creating a teaching and research facility on the Bildungscampus Heilbronn (Heilbronn Education Campus). The new center, to be known as TUM Campus Heilbronn, will focus on the areas of managing digital technology, entrepreneurship and family businesses. It will share the vision, mission, values and strategy of the Technical University of Munich and TUM School of Management.

The TUM Campus Heilbronn will be inaugurated in the winter semester 2018/2019.

Strategic approach

The creation of TUM Campus Heilbronn represents a significant expansion of TUM School of Management’s current strategy. By focusing on the management of digital change, the school will be able to implement one of its major strategic objectives in two important economic regions in Europe: Munich and Heilbronn. TUM Campus Heilbronn also closes a major gap by building connections with family-run businesses. While the Munich campus focuses more on working with DAX companies, large corporations and start-ups, the Heilbronn campus enables close cooperation with the local, family-run businesses that are hidden champions in the high-tech sector and important players in the economy.
Professional education and training

The further rollout of entrepreneurial activities at TUM Campus Heilbronn also means that we can offer new forms of professional education and training via our Executive Education Center. By generating research in the key area of digitization, and with excellently equipped educational institutions in two of Europe’s most important economic regions, TUM School of Management will be able to prepare the economic leaders of tomorrow for future socio-economic upheaval. We will also be able to use our Executive Education platform to experiment with innovative approaches.

Faculty and facilities

TUM Campus Heilbronn will have 13 endowed professorships, complete with equipment and infrastructure, funded by the Dieter Schwarz Foundation. These professorships are to be established in the five academic departments of the TUM School of Management: Innovation & Entrepreneurship; Marketing, Strategy & Leadership; Operations & Supply Chain Management; Finance & Accounting; Economics & Policy. To ensure integrated, cross-disciplinary research and the required teaching for degree programs, the professorships will be assigned to the academic departments on a subject basis and to the Center for Family Business or the Center for Digital Transformation at Campus Heilbronn on an interdisciplinary basis.

The Bildungscampus Heilbronn itself is one of the most ambitious higher education projects in Germany today, providing first-class facilities for research and teaching for three universities. Its aim is to attract faculty, postdocs and students from all over the world. The architecture of the campus is designed to enable close interaction between staff and students.
OUR VISION AND MISSION

VISION
To become one of Europe’s leading management schools at the interface to engineering and science, contributing to solutions for the grand societal challenges.

MISSION
Grounded in TUM’s technological and entrepreneurial ecosystem, TUM School of Management educates responsible talents and pursues relevant research to advance innovation-based businesses and societies in Germany, Europe and the world.
OUR VALUES

RESPONSIBILITY & INTEGRITY
We conduct research in line with the highest scientific and ethical standards and are committed to progress and innovation for improving people’s lives.

We teach general management skills with an emphasis on technology, and in doing so, advocate the United Nations’ sustainability values of freedom, equality, solidarity, tolerance, respect for nature and shared responsibility.

PASSION FOR EXCELLENCE
We strive for excellence in our areas of research and publish our findings in order to create impact.

We provide our students at all levels with a sound scientific education, not only to facilitate their starts in careers in business or in science, but also to improve their critical thinking so that they act responsibly in relation to society.

ENTREPRENEURIAL ATTITUDE
We research entrepreneurship and innovation and integrate the results into the education of our students at all levels in order to enable our students to think and act entrepreneurially.

We encourage our TUM colleagues, students and doctoral candidates to found growth-oriented start-ups, and facilitate their successful development.

CURIOSITY & OPENNESS
We encourage research beyond disciplinary, institutional and national borders in order to open up new perspectives and generate novel research findings and ways to approach management practices.

We develop talented individuals irrespective of gender, nationality, religion or belief, disability, age or sexual orientation, and we are determined to learn from our students’ cultures, experiences, and opinions.

COLLEGIALITY & GEMÜTLICHKEIT
We foster a climate of mutual interaction, help, and collaboration among students, faculty, and administrative staff.

We cultivate an attitude of Gemütlichkeit – the Bavarian way of life – and a warm and friendly atmosphere within the school.
At TUM School of Management, we are committed to responsible education and research. We are passionate about contributing to solutions for the grand societal challenges of our time.

In recent years, questions of ethics, responsibility and sustainability (ERS) have moved to the forefront of technological innovation, economic development and global business conduct. As an institution, we are deeply committed to these issues, as reflected in our vision and mission.

As part of the school’s ERS strategy we have developed a range of courses that raise awareness among our students about responsible management, ethics and sustainability. Our aim is to provide students with the necessary toolkit to become responsible future leaders who can successfully negotiate economic, ecological and moral issues.

We are driven by the passion to contribute to solutions for the grand societal challenges of our time: challenges such as climate change, digital transformation, urbanization, and food and energy security. Part of our goal is to facilitate research that makes business processes more environmentally friendly and sustainable. Moreover, we actively engage in research on responsible leadership and ethical business practices. Our researchers reach out to companies to share their findings, resulting in a positive impact on industry processes and decision-makers’ mind-sets.
Research at the TUM School of Management is characterized by its interdisciplinary approach – theoretical innovation along with ground-breaking applied research taking place at the interface between management and engineering and the natural and life sciences. Within the framework of this strategic orientation, research is undertaken in the areas of Innovation & Entrepreneurship; Marketing, Strategy & Leadership; Operations & Supply Chain Management; Finance & Accounting; Economics & Policy. With the establishment of additional competence centers, TUM School of Management continues to increase its research strengths through more intense cooperation with other research establishments and corporate partners.

ACADEMIC DEPARTMENTS

INNOVATION & ENTREPRENEURSHIP
The academic department Innovation & Entrepreneurship explores developments in the management of innovation and start-ups. Its research focus lies on empirical studies. Research topics include corporate strategies for profiting from innovation, openness in innovation processes, innovation by users, patent management, the recognition of business opportunities, the psychological processes of entrepreneurial individuals and teams, strategies for young companies and understanding the consequences of entrepreneurial failure.

MARKETING, STRATEGY & LEADERSHIP
The Marketing, Strategy & Leadership department focuses on the planning and achievement of market and company targets. The primary interest of the department is in the empirical investigation of attitudes, motivation and behavior among employees, management, customers and consumers.

OPERATIONS & SUPPLY CHAIN MANAGEMENT
The Operations & Supply Chain Management department focuses on analyzing, modeling and optimizing decisions relating to the design and operation of manufacturing and service systems such as logistics and supply chains. Research by the department focuses on decision support for real-world problems through the development and application of novel techniques in the area of operations research and management science.

FINANCE & ACCOUNTING
The Finance & Accounting department combines the traditional fields of corporate finance, management accounting and financial accounting. The department conducts empirical, theoretical and experimental research. Several industry cooperation projects are run by the department, which is also home to the Center for Entrepreneurial and Financial Studies (CEFS), focusing on entrepreneurial finance – topics such as venture capital, private equity, family businesses and the finances of small and medium-sized enterprises. In addition, the Center for Energy Markets (CEM) was recently founded in the department and focuses on the economic and financial analysis of the wider area of energy markets.

ECONOMICS & POLICY
The Economics & Policy research department examines economic processes with a focus on the role of public policy. It addresses contemporary policy issues by means of theoretical and empirical investigations into public economics, health economics, industrial organization, environmental economics, sustainable resources management, agricultural and food economics, forestry, energy economics and the economics of aging. Special emphasis is given to policy conflicts among equity, efficiency and sustainability.
TEACHING

Teaching at the TUM School of Management takes place at the intersection of management, engineering, and the natural and life sciences. Approximately 4,500 students at the TUM School of Management receive a thorough university education along with opportunities to put theoretical knowledge into practice. Course content is constantly updated in line with the latest research and management practices.

ACADEMIC PROGRAMS

Undergraduate program
Bachelor’s in Management & Technology
Combining management education with passion for technology

Graduate program
Master’s in Management & Technology
Enriching management education with technological skills

Master’s in Management
Topping skills in engineering and natural sciences with management education

Master’s in Consumer Sciences
Managing consumers’ needs in a global and digitized world

Young professional program
Master’s in Management & Innovation
Bridging the gap between management and innovative technologies

Executive MBA programs
Executive MBA
Executive MBA in Innovation and Business Creation
Executive MBA in Business and IT

Doctoral program
The Technical University of Munich (TUM) is setting up its own teaching and research location at the Bildungscampus Heilbronn (Heilbronn Education Campus). A total of 13 professorships are to be established at the TUM Campus Heilbronn in the five Academic Departments of the TUM School of Management:

- Innovation & Entrepreneurship
- Marketing, Strategy & Leadership
- Operations & Supply Chain Management
- Finance & Accounting
- Economics & Policy

Up to two positions will be filled as PROFESSOR IN »MARKETING« to begin in winter semester 2018/19. The positions are a W2 fixed-term position (6 years) with tenure track option to a tenured W3 position (Associate Professor) or a tenured W3 (Associate or Full) position. The professorships are endowed by the Dieter Schwarz Foundation.

**RESPONSIBILITIES**
The responsibilities include research and teaching as well as the promotion of early-career scientists. We seek to appoint experts in the research area of marketing. We specifically encourage applications from candidates with an interest in digital transformation (industry 4.0, digitization) or in family business. The teaching load includes courses in the university’s bachelor’s and master’s programs. The candidates will participate in establishing the Center for Family Business or the Center for Digital Transformation as well as new study programs at the new TUM Campus Heilbronn.

**QUALIFICATIONS**
We are looking for candidates with advanced scientific experience, proven by achievements in research and teaching at the highest international standards, according to the relevant career level. A university degree and an outstanding doctoral degree or equivalent scientific qualification as well as pedagogical aptitude, including the ability to teach in English, are also prerequisites. Substantial research experience abroad is expected. We also expect full commitment to undertaking interdisciplinary research on digitization. The ability to attract, set up and lead collaborative research projects, to attract third-party funding, and to develop a strategic vision for a Center for Family Business and a Center for Digital Transformation is mandatory.

**SCIENTIFIC ENVIRONMENT**
The aim of the TUM School of Management is to make the TUM Campus Heilbronn a leading center for research and teaching on family-owned firms and the management of digital transformation. The school offers a dynamic scientific setting providing scholars with an exceptional environment to educate responsible talents and pursue relevant research at the intersection of management and engineering.
OUR OFFER
Based on best international standards and transparent performance criteria, TUM offers a merit-based academic career option for tenure track faculty from Assistant Professor through a permanent position as Associate Professor, and on to Full Professor. The regulations of TUM Faculty Recruitment and Career System apply. TUM provides excellent working conditions in a lively scientific community, embedded in the vibrant research environment of the Greater Munich Area as well as of the Bildungscampus Heilbronn; close interaction with family-owned firms in the region is possible. The TUM Munich Dual Career Office (MDCO) provides tailored career consulting to the partners of newly appointed professors. MDCO also provides assistance with relocation and integration of new professors, their partners and accompanying family members.

YOUR APPLICATION
TUM is an equal opportunity employer. As such, we explicitly encourage applications from women. Applications from disabled persons with essentially the same qualifications will be given preference. Application documents should be presented in accordance with TUM’s application guidelines for professors. These guidelines and detailed information about the TUM Appointment and Career System are available on http://www.tum.de/faculty-recruiting.

Please send your application no later than August 19, 2018 to the Dean of the TUM School of Management, Prof. Gunther Friedl, Email: dekanat@wi.tum.de
HOW TO APPLY

APPLICANTS FOR PROFESSORSHIPS AT TUM ARE REQUIRED TO SUBMIT THE FOLLOWING DOCUMENTS IN ENGLISH:

1. Résumé, certificates, credentials
2. List of publications
3. Three selected publications with a summary (max. 1,000 characters) of their impact on your research
4. Presentation of research strategy
5. List of courses taught
6. Descriptive statement of your teaching strategy and philosophy
7. Details of third-party funding
8. Names and addresses of three expert references

We kindly ask you to complete the required additional application form (see appendix).
International experts will evaluate your application in English. Therefore, we ask you to submit all application documents in English.

APPOINTMENT PROCESS

Germany’s appointment process for professorships differs from that of many other countries. In the case of the advertised post at TUM, a special university appointment committee (“Berufungskommission”) will be established for the purpose of the appointment. This committee will select the most promising applicants, who will then be invited for an interview and to give a test lecture in front of a group of students. Candidates will also have the opportunity to learn more about the school and to meet faculty members, other staff and students. At the same time they will have the opportunity to visit Heilbronn and get to know the city. We are happy to provide support here, including the services of a local realtor. Meetings with applicants for the advertised post are currently scheduled for September/ October 2018.

Based on the interview and test lecture, the committee will then draw up a shortlist in order of preference, giving reasons for their choices. Peer reviews (and references) regarding the academic and personal suitability of the shortlisted applicants will be requested from faculties at other universities. The final decision for tenure-track assistant professors, associate and full professors will be made by the TUM Board of Management. Successful appointments are followed by negotiations in which the selected candidate explains his/her teaching and research concept. This is also an opportunity for the selected candidate to negotiate the details of their compensation package and any requirements in terms of resources. The selected candidate will be offered services from our Dual Career Office.
PROFESSORSHIPS AT GERMAN UNIVERSITIES

TUM FACULTY RECRUITMENT AND CAREER SYSTEM: CAREERS FOR PROFESSORS

**W2 tenure-track assistant professors** at TUM are temporary appointments, usually lasting six years, always with the option of tenure. This means that they can be promoted to a tenured W3 associate professorship following a positive tenure evaluation. Later in their career, if they meet TUM’s demanding performance criteria, they may be appointed to a W3 full professorship.

**W3 associate and full professorships** are mostly permanent W3 professors who have achieved substantial success in research, external fundraising and academic teaching.

**SALARY**

In Germany, professors are usually civil servants, remunerated in accordance with what is known as “W-Besoldung,” a system of salary scales for scholars (the W stands for “Wissenschaft,” meaning academia). Germany is a federation in which each individual federal state (Land, plural: Länder) has jurisdiction over the basic pay of its civil servants. For the new campus in Heilbronn, the Bavarian “W-Besoldung” will apply.

Professors are paid according to the W2 or W3 salary scales. The initial monthly gross basic salary for a W2 tenure-track assistant professor in Bavaria is around EUR 5,650 and for a W3 associate or full professor around EUR 6,700. On top, each professor can receive individually negotiated payments and is entitled to a special annual benefit payment.

ADDITIONAL INFORMATION FOR TENURE-TRACK ASSISTANT PROFESSORS AT TUM

The TUM faculty tenure track is an end-to-end, six-year system with a strict quality focus aimed at promoting young academics on the basis of transparent performance standards. With our support, tenure-track assistant professors develop their academic skills, interdisciplinary expertise and networking ability. We offer a reduced teaching load to our tenure-track professors for an enhanced focus on research.

Tenure-track assistant professors at TUM receive a competitive entry package, the help of a mentoring team, structured status and counseling discussions with the dean and the mentoring team (annual performance reviews), and quality assurance by the TUM Appointment and Tenure Board. They are members of the TUM Tenure Track Academy, which organizes a kick-off event and professional development programs.

Tenure-track assistant professors develop independent, internationally competitive research and teaching programs that are approved by the university. They independently raise external funds for projects. They support their own doctoral students and are permitted to award doctorates. Once a year, they write a brief biobibliography. They prepare for two status assessments at the end of their second and fourth years and submit a complete evaluation dossier for the tenure evaluation process.
LIVING AND WORKING IN HEILBRONN

WHY HEILBRONN?

Heilbronn is a city between tradition and innovation, combining Swabian charm with a flair for business. Located in the state of Baden-Wurttemberg in southwest Germany, the city has been described as “an economic powerhouse with a can-do spirit.” Its 120,000 inhabitants work in a wide variety of industries and businesses, many of them Germany’s famous family-run small and medium-sized enterprises, for which the local area is famous.

Heilbronn has something to offer for all ages. Besides historical landmarks such as the town hall with its astronomical clock and the Gothic St. Kilian’s Church, the city has a modern shopping mile stretching away from the historic center with numerous stores and boutiques. The city’s museums and the Heilbronn theater offer great variety for those interested in culture and learning, and adults and children alike can explore fascinating natural phenomena at the hands-on museum “Experimenta”.

In recent years, a lively restaurant and bar scene has emerged along the Neckar River, just a few minutes’ walk from TUM Campus Heilbronn. The city itself is surrounded by vineyards. Around 120 family businesses produce the famous Wurttemberger wine, and enjoying a “Viertele,” or 0.25 liter glass of wine, at a “Besen,” – a traditional seasonal wine bar run by a winegrower, is an essential part of any visit to the area.

For families with children, Heilbronn has excellent childcare facilities that are full-time and free of charge as well as a good range of schools, including the excellent Josef-Schwarz-Schule (part of Phorms Education), an international school where most lessons are conducted in English. The city also has much to offer in terms of leisure amenities and is also one of the safest in the region. In 2019, Heilbronn will be hosting the BuGa, the German National Garden Show, one of the most prestigious projects for any German city and a great chance for urban development and new architectural highlights.
FURTHER INFORMATION AND WEBSITE ADDRESSES

General information about TUM School of Management is available through its website at www.wi.tum.de

ABOUT TUM SCHOOL OF MANAGEMENT
https://www.wi.tum.de/about

TUM SCHOOL OF MANAGEMENT STRATEGY 2021 “BRIDGING MANAGEMENT AND TECHNOLOGY”

RESEARCH
https://www.wi.tum.de/faculty-research/

TEACHING
https://www.wi.tum.de/programs/

ETHICS, RESPONSIBILITY AND SUSTAINABILITY
https://www.wi.tum.de/about/ethics-responsibility-sustainability/

General information about TUM Faculty Recruitment and Career System is available through its website http://www.tum.de/faculty-recruiting
WANT TO FIND OUT MORE?

Find us on social media:

Facebook  Instagram  LinkedIn  YouTube

Imprint:
This is not a legally binding document. The only binding document is the job description as published on: portal.mytum.de/jobs/professuren

Picture credits:
TUM School of Management
Publication: July 2018

Accredited by: