



The University of Natural Resources and Life Sciences, Vienna (BOKU)

is currently inviting applications for the position of a
Full Professor of

Agricultural Marketing and Innovation Management of Natural Resources

The Department of Economics and Social Sciences at the University of Natural Resources and Life Sciences, Vienna (BOKU) seeks to appoint a Full Professor of Agricultural Marketing and Innovation Management of Natural Resources as of 1st January 2017. The position is offered in accordance with § 98 of the 2002 Universities Act in the form of an ongoing contract.

The University of Natural Resources and Life Sciences, Vienna – the Alma Mater Viridis – is a teaching and research center for renewable resources, which are essential for human life. It is BOKU's task to make key contributions to the conservation and protection of resources for future generations through its wide variety of expertise. Combining natural sciences, engineering and social sciences, its aim is to increase knowledge of the ecologically and economically sustainable use of natural resources. With almost 13,000 students and over 2,500 employees, BOKU is one of Europe's leading universities in the field of life sciences.

The Department of Economics and Social Sciences (WISO) combines the economic, social, political and legal studies' research and teaching activities at the University of Natural Resources and Life Sciences, Vienna. Research priorities are economics, policy and law of the agricultural, food and forest sectors; sustainable development; management of biological resources and environmental policy; sociology and development of rural areas; management strategies of biogenic value chains and the optimization and assessment of business and sectoral processes in agriculture and forestry as well as in the timber, food and environmental industries. Of special interest to the WISO department are the synthesis of economic, ecological, sociological, legal and ethical matters as well as interdisciplinarity and collaboration with technical and natural sciences and the societal practice.

With regards to research, the mandate of the professorship covers scientific analyses in the field of agricultural marketing, agricultural markets and the innovation management of natural resources. This includes:

- the further development and application of scientific methods of economic and social research in the agricultural and food sector, particularly regarding consumer behavior and market research;
- the development of innovative methods for the marketing of sustainable products and services in natural resources, with a special emphasis on quality assurance;
- innovation and process research in the field of agricultural products and services; and
- scientific analyses in agriculturally associated fields of research, such as rural tourism.

The successful candidate will be expected to consider the entire value chain from agricultural input markets to agricultural commodity markets and food retail markets as part of his/her work remit.

With regards to teaching, the mandate of the professorship covers lectures:

- in the Bachelor programs such as principals in marketing, agricultural marketing and innovation management of natural resources,
- in the postgraduate programs (Master and doctoral studies) such as advances in agricultural marketing, agricultural markets, innovation-management, -strategies, and -processes.

Job specifications:

- Authorization to teach acquired at an Austrian university (venia docendi) or foreign equivalent or an equivalent subject-relevant academic qualification.
- Relevant experience and competence in teaching, guidance in scientific work, and the supervision of young scientists (PhD students). The candidate is expected to submit a teaching portfolio.
- Teaching in German and English.



- A proven track record in agricultural and food industry research.
- Publications in internationally renowned scientific journals in the subject areas of the professorship.
- Subject-specific research experience of national and international reputation, as well as the ability to network.
- Experience in the successful acquisition, execution and management of research projects.
- Cooperation with national and international research institutions and with relevant partners from public services and business.
- Management and interpersonal skills, communication and team skills and a willingness to participate in public relations.
- Willingness to participate in relevant focus and cooperation programs of the University.
- Willingness to participate in the self-administration of the University of Natural Resources and Life Sciences, Vienna, in particular willingness to participate at the Centre for Agricultural Sciences, with the BOKU Sustainability Strategy and the BOKU research priority of bioeconomy.

For more information about this position, please contact Univ.-Prof. Dr. Erwin Schmid, Department of Economics and Social Sciences, telephone +43-1-47654-73120, email: erwin.schmid@boku.ac.at.

Please send your application by email to rektorat@boku.ac.at as well as 1 hard copy no later than **15th September 2016** (date on postage stamp) to the Rectorate of the University of Natural Resources and Life Sciences, Vienna (BOKU), Gregor-Mendel-Straße 33, A-1180 Vienna.

Please include the following documents in English with your application:

- CV including details of professional, teaching and research activities (incl. presentation of teaching portfolios – further information is available in German at [http://www.boku.ac.at/fileadmin/data/H05000/H17100/Qualifizierungsvereinbarung/Lehrportfolio - Leitfaden zur Erstellung.pdf](http://www.boku.ac.at/fileadmin/data/H05000/H17100/Qualifizierungsvereinbarung/Lehrportfolio_-_Leitfaden_zur_Erstellung.pdf)).
- List of publications (referenced / not referenced), presentations and research projects.
- Copies of 5 recent publications that you consider particularly important (in their original language).
- Draft concept for research and teaching; presentation of planned research priorities.
- Brief explanation of why you believe yourself to be particularly suitable for this position (max. 1 page A4).

By submitting the application, you also agree to the participation of an external recruitment consultant in the selection process.

The University of Natural Resources and Life Sciences, Vienna is seeking to increase the number of its female faculty members and therefore, qualified women are strongly encouraged to apply. Women are given priority when qualifications are equal, except in cases where there are outweighing factors concerning another candidate.

The employment contract is classified as group A1 of the collective agreement for university employees. Minimum gross yearly salary: € 66.953,60; the actual annual gross salary is subject to negotiation.

More information on this position and about BOKU e.g. this department can be found on the website: <http://www.wiso.boku.ac.at>