Professor of Marketing Analytics
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The University of Amsterdam seeks to appoint an outstanding Professor of Marketing Analytics with an international research record in quantitative marketing.

The University of Amsterdam is a world-leading, research intensive, internationally orientated University ranked 50th globally according to the QS World University rankings. The new professor will be appointed to the Marketing Department of the Business School and will also have the opportunity to hold a fractional appointment in the Econometrics Department.

S/he will play an important role in the Big Data Alliance which is a cooperation between the Business, Econometrics and Computer Science Departments at the University of Amsterdam, the Free University of Amsterdam, and industry covering research, education and knowledge valorisation in Big Data and Business Analytics.
The University of Amsterdam (UvA) is a leading international research institute that values, promotes and rewards excellent research. The University enables researchers to perform groundbreaking research and combines a broad research palette with quality by investing selectively in research priority areas. Benchmarking provides the main basis for the continuous improvement of research achievements. The UvA evaluates the achievements of individual researchers by means of international recognition, in the form of prestigious grants, awards and prizes and/or admission to major academies of arts and science. The UvA invests in fundamental research and the resulting innovations. In terms of the average number of citations per publication, UvA is ranked in the Top 100 worldwide.

The University of Amsterdam (UvA) has its origins in the Athenaeum Illustre, an education institute founded in 1632. With over 30,000 students, 5,000 employees and an annual budget of 600 million euros, it is one of the largest research universities in Europe.

The University has produced six Nobel Laureates and five prime ministers of the Netherlands. It competes successfully with leading universities in the Netherlands and around the world: the University is ranked in the Top 50 of the QS World University Rankings, in the Top 100 of the Times Higher Education World University Rankings, and in the Top 150 of the Shanghai Rankings. Internationally, UvA is member of the League of European Research Universities (LERU), the Institutional Network of the Universities from the Capitals of Europe (UNICA), European University Association (EUA), and Universitas 21.
University of Amsterdam

**Education**

UvA attracts a very international and diverse student population. The University considers it as one of her tasks to help students to choose an education programme that fits talent and interest. To achieve this, the University has heavily invested in the quality of the student intake process and in coaching and support during the course of the study.

In addition, key objectives of UvA’s education policy are:

- high quality teaching, e.g. through the application of innovative teaching methods and staff training;
- creating a close connection between research and teaching, e.g. by the involvement of students in research projects at an early stage;
- creating an ambitious environment and culture to study, e.g. by offering special honour programmes to outstanding students.

**Organisation**

The UvA is managed by an Executive Board, consisting of Professor Louise Gunning (President), Professor Dymph van den Boom (Rector of the UvA), Professor Huib de Jong (Rector of the Amsterdam University for Applied Sciences) and Professor Hans Amman (COO and Vice President). The University consists of seven faculties, each of them led by an Executive Dean:

- Humanities;
- Social and Behavioural Sciences;
- Economics and Business;
- Law;
- Science;
- Medicine;
- Dentistry.

The faculties are all housed in Amsterdam, on four city campuses.
The Faculty of Economics and Business (FEB) was established in 1922 and is currently led by the Executive Dean, Professor Han van Dissel, and comprises around 5,000 students.

FEB is in the Top 50 of the Times Ranking and in the Top 100 of the QS World University Rankings for Economics & Econometrics.

FEB is organised in two Schools: the Amsterdam Business School (ABS) and the Amsterdam School of Economics (ASE).
Mission

The mission of ABS is to offer an inspiring international learning environment in which staff and students can develop their capacities to optimum effect.

ABS has a strong basis in general management and has a special focus in a few key areas:

• Banking and Finance;
• Big Data & Business Analytics;
• Corporate Governance;
• Entrepreneurship & Innovation.

ABS is truly international in research, curriculum, staff and students, and takes advantage of being in the financial and business capital of the Netherlands. The School, led by the Dean, Professor Marc Salomon, is EQUIS accredited.

Values

• Excellence
• Critical thinking
• Social engagement
• Entrepreneurship

Mission

Fostering independent minds that have an impact on international business and society

Key features

Research based teaching
Outstanding faculty with excellent research
Part of reputable multi-disciplinary university
Thought leadership
Amsterdam location

Positioning

International oriented – Amsterdam located
– research based business school
Additional to these programmes, ABS has a number of multi-disciplinary research centers:

- Amsterdam Center for Entrepreneurship (ACE);
- Amsterdam Center for Law & Economics (ACLE);
- bigdata-alliance.org (website currently under development).

The research institute runs a Research Master’s in Business Studies jointly with Free University Amsterdam. Also, FEB participates with Free University Amsterdam and Erasmus University Rotterdam in the Tinbergen Institute (TI). TI offers MPhil and PhD programmes in economics and econometrics. It attracts international top students and scholars for over twenty years.
The new professor will be appointed in the marketing department of ABS. A (small) appointment in the econometrics department of ASE and a fellowship at the Tinbergen Institute will be open for discussion.

International Strategy & Marketing section

The International Strategy & Marketing (ISM) section is currently home to 26 faculty members, in addition to PhD students and affiliated faculty. The section coordinates the teaching in Strategy, International Management and Marketing in the various programmes of ABS. In addition, ISM staff conduct internationally recognised research in these fields. Over the last six years, the ISM section has grown substantially, and additional growth is expected for the future.

Members of the ISM section regularly publish in a variety of leading international journals:

- In international management: *Journal of International Business Studies, Journal of World Business, Management International Review*;
- In business and society: *Journal of Business Ethics, Business Ethics Quarterly, Business and Society*;

The ISM section is chaired by Dr Mark van der Veen.
Entrepreneurs. BDA aims to help students and others to translate their Big Data & Business Analytics into businesses, by providing the training programmes developed by ACE and by providing office space and additional support in our own Venture Lab.

Researchers. BDA aims to help researchers to find other researchers with complementary expertise to do joint projects. The new professor will be a member of BDA and will play an important role in the further development of the initiative.

Econometrics section

Econometrics is an academic section within ASE comprising approximately a dozen faculty members. Research in the group focusses on econometric modelling with applications in finance, micro- and macro-economics and marketing. Also, the Group runs a Bachelor and a Master's programme.
**Job description**

UvA seeks to appoint an outstanding scholar with an international research record in quantitative marketing. Ideally, the candidate would also have experience at quantitative marketing projects in the industry and experience in executive teaching. The new professor will be appointed in the ISM section of the Business School and he/she will be a member of the Big Data Alliance. A (small) appointment in the Econometrics Department at the School of Economics can be discussed.

**Research**

The preferred candidate will have a track record in the design and implementation of quantitative marketing models such as predicting customer purchasing behavior, advertisement, dynamic pricing and segmentation, customer service and client satisfaction. The candidate will also have an interest in e-commerce applications, for example the Web or social media. The appointee should frequently publish in the top marketing journals including Journal of Consumer Research, International Journal of Research in Marketing, Journal of Marketing, Journal of Marketing Research, Marketing Science, and Management Science. Also, the preferred candidate should have experience in joint research with the industry.

**Teaching**

The ideal candidate should have strong experience and good student evaluations in Bachelor, Master’s and PhD teaching. Experience in executive teaching, both to technicians (on the modeling techniques) and to higher management (on decision making based on model outcomes) will also be required.
Professor of Marketing Analytics

Profile of the Chair

The ideal candidate should be currently employed as an associate or full professor at a highly ranked international business school. He/she should play an important role in the development of new research areas and education programmes.

Skills

The appointee should have the following skills:

- strong research skills;
- strong teaching skills;
- team worker with good communications skills (English required);
- able to interface with the industry and with the society at large.

Qualifications and experience

The appointee should have the following qualifications and experience:

- PhD in quantitative marketing, econometrics or a closely related field;
- publications in leading international journals;
- evidence of international leadership in his/her research field;
- excellent teaching evaluations;
- experience in the successful supervision of PhD students;
- experience at the design and implementation of new courses;
- some experience in obtaining external research funding;
- team working and communication skills;
- open to work with the industry;
- open to innovative multi-disciplinary research (with e.g. Computer Science);
- fluent in English.

Tasks

The appointee will be responsible for the following tasks:

- executing research and developing new research lines;
- PhD supervision;
- teaching at Bachelor’s, Master’s and PhD level;
- executive teaching (both to technicians and to management);
- the opportunity to take a leadership role in the department.
An executive search exercise is being undertaken by Perrett Laver. Perrett Laver will support the University in helping to identify the widest possible field of qualified candidates and assisting in the assessment of candidates against the requirements for the role. Questions can be directed to Laura Stuart on: laura.stuart@perrettlaver.com or +44 (0)20 7340 6229.

Applications should consist of a complete curriculum vitae including publication list stating the research and education interests. These can be uploaded at: www.perrettlaver.com/candidates quoting reference 1893. The closing date for applications is 12:00 Noon CET on Friday 6th March 2015.

Applications will be considered by the selection committee in the week commencing 16th March and shortlisted candidates will be invited to interview initially by video-Skype in late March, followed by formal interviews in late April. Selection of and negotiations with the preferred candidate and final campus visits will take place thereafter.
The Netherlands

The Netherlands, with a population of over 16 million, is a constitutional monarchy with a parliamentary system. It is a geographically low-lying country, with about 20 per cent of its area and 21 per cent of its population located below sea level, and 50 per cent of its land lying less than one metre above sea level. This small nation boasts a wealth of cultural heritage and is famous for its painters, windmills, tulips, clogs and notoriously flat lands. Holland is the sixteenth largest economy in the world and one of the ten leading exporting nations. It is the home base of many multinationals, including Shell, Phillips, Unilever, Akzo, DSM, ING, ABN-AMRO, Booking.com and tomtom.

As a modern European country, it preserves its highly international character and is known for its liberal mentality. As a founding member of the EU and NATO, and host to the International Court of Justice in The Hague, the Netherlands is at the heart of international cooperation. Its small size, welcoming attitude to travellers and many sights make it a unique and fairly easy to discover destination.

Living and working in Amsterdam

University of Amsterdam Professor of Marketing Analytics
Cheap flights from within Europe and direct flights from outside Europe are readily available, serving Amsterdam airport Schiphol – Europe’s fourth largest airport and located just a few kilometers from the city center.

For more information about Amsterdam please visit:
www.iamsterdam.com/en

Taxation
Certain categories of international staff can receive tax exemption on approximately 30 per cent of their gross salary. This is to compensate for the extra costs they incur in living abroad, such as having to rent temporary accommodation, etc. In principle, the 30 per cent rule applies to staff who have been expressly recruited from another country and who have a formal contract of employment in the Netherlands.

More information
For more information on terms of employment at UvA please see: