With over 15,500 students, four faculties with more than 270 professors and more than 1,000 employees in teaching, research and central service units, Frankfurt University of Applied Sciences is one of the largest universities of applied sciences in Germany. "Opportunities through education" is our motto. Practical relevance, interdisciplinary education, international orientation and regional integration characterize our profile. Diversity and social responsibility are our values. We are sustainable in all dimensions. We strive for excellence in teaching and research.

For the winter semester 2024/25 or later, the following position is to be filled at Faculty 3: Business and Law:

**Professorship (Grade W2 HBesG)**
for the following subject area:
"Entrepreneurship, Marketing and Innovation Management"
Reference number P39/2023

We are looking for a team player with outstanding communicative and didactic skills, a willingness to cooperate across disciplines and an entrepreneurial spirit, who can present courses in the above-mentioned subject area across the range of our Bachelor's and Master's degree programs in German and English and represent them in a practice-oriented manner. The focus of the professorship is on courses in marketing. The area of entrepreneurship and innovation management is to be covered primarily in the area of research in cooperation with the other departments of the university.

A relevant degree in economics or social sciences and an excellent doctorate, ideally in the subject area to be represented, are required. The skills to be taught should be demonstrated by several years of relevant professional experience in the field of marketing. Practical experience, e.g. in social media, digital marketing or corporate communications, as well as knowledge of emerging trends and technologies is desirable. In research, emphasis is placed on the practice-oriented application of quantitative methods.

Ideally, you will have gained additional experience in a start-up environment or in the development and establishment of new business areas or in founding companies. In addition, we expect demonstrable teaching skills, including the ability to actively involve students in the learning process and to teach them practical skills.

Research experience in the focus area of the professorship, proven by relevant scientific publications, is just as advantageous as experience with the integration of corporate partnerships in teaching.

You will be asked to submit a teaching and research concept that meets the requirements of the position as soon as you are invited to give a trial lecture. Please refer to the information at www.frankfurt-university.de/Fb3-Bewerbung.

For further information, please contact Prof. Dr. Ralf Jasny by e-mail at: jasny@fb3.fra-uas.de.

Frankfurt University of Applied Sciences will establish a professorship for entrepreneurship at each of its four faculties. These professors will work together across departments to anchor the topic of entrepreneurship visibly and sustainably as a cross-cutting issue at the university.
The position is available for an indefinite period. When first appointed to a professorship, employment is initially in a probationary civil servant position or in a permanent employment relationship with a three-year probationary period.

Conditions of employment, other duties and requirements can be found in §§ 67 - 69, 75 and 76 of the Hessian Higher Education Act; available at www.hmwk.hessen.de.

We value diversity and therefore welcome all applications - regardless of gender, nationality, ethnic and social origin, religion/belief, disability, age, sexual orientation and identity. People with disabilities are given preference if they have the same personal and professional qualifications. As a holder of the "Family-friendly university" certificate, the university takes your individual family situation into account when organizing your working hours.

Applications with the usual informative documents (incl. list of publications, projects, presentation of previous teaching and research activities) are requested by January 31, 2024, stating the reference number, by e-mail to info-prof@hr.fra-uas.de (please send all documents in one PDF file):

To the President of the
Frankfurt University of Applied Sciences
Personnel and personnel development
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