



# Job vacancy

## W3 Professorship for Business Administration and Digital Marketing

University of Greifswald, 22 August 2025 | deadline: 28 September 2025

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The Faculty of Law and Economics at the University of Greifswald is seeking to fill a

### **W3 Professorship for Business Administration and Digital Marketing**

by 1 April 2027.

The future holder of the position shall represent the full scope of the subject's research and teaching. Candidates are expected to have published excellent papers in international journals. The research profile should ideally align with the Faculty's key fields of research and/or the University's Research Strategy.

The successful candidate's teaching is expected to be fully compatible with the existing degree courses provided by the Faculty of Law and Economics, as well as joint degree courses with other faculties, and they must be willing to contribute towards the classes offered by the Faculty in English.

Experience in academic self-administration and the acquisition of third-party funding is desirable. The University of Greifswald promotes and expects family-friendly leadership behaviour.

Applicants must fulfil the requirements for a university professor according to § 58(1) of the *Landeshochschulgesetz* - LHG M-V (State Higher Education Act): a university degree, teaching experience and a high level of scientific research, which is generally documented by an outstanding doctoral degree. Further academic achievements are expected. § 58(2) LHG M-V stipulates that these are usually proven by a junior professorship, habilitation or equivalent.

In accordance with § 61 LHG M-V, the appointed professor will be assigned the status of a civil servant (*Beamtenverhältnis*) with unlimited tenure; alternatively, if the applicant is not permanently available: limited tenure as a civil servant or public service employee. As a general rule, permanent tenure as a civil servant (*Beamtenverhältnis auf Lebenszeit*) can only be awarded for the first time to persons who have not yet ended their 50th year of life when they enter employment.

This vacancy is open to all applicants, irrespective of gender. The University would like to increase the proportion of women in areas in which they are underrepresented and thus applications from women are particularly welcome and will be treated with priority if they have the same qualifications and as long as there are no clear reasons which make a fellow applicant more suitable. Women are specifically encouraged to apply for the position. Severely disabled applicants with the same professional and personal qualifications will be considered with preference.

Unfortunately, application costs (e. g. travel expenses for interviews) will not be reimbursed by the State of Mecklenburg-Vorpommern.

For further information, please contact Prof. Dr. M. Kloyer ([martin.kloyer@uni-greifswald.de](mailto:martin.kloyer@uni-greifswald.de), Tel.: +49 3834 420 2498).

Applications, including all usual documents (CV detailing the academic career; list of publications; list of courses taught; academic certificates; proof of teaching experience; and evidence of the acquisition of third-party funding, in particular grants), should be submitted electronically in a single PDF file **by 28 September 2025** to:

**Universität Greifswald**  
**Dekan der Rechts- und Staatswissenschaftlichen Fakultät**  
**Prof. Dr. Stefan Harrendorf**

[rsw-deka@uni-greifswald.de](mailto:rsw-deka@uni-greifswald.de)

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