



Description of the appointment process of a tenure track position (assistant/associate professor) in

Digital marketing and analytics

Location: LUT Business School, Lappeenranta campus

The rector has approved the description and initiated the appointment process on 5 November 2023.

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Applied statutes

Universities Act (558/2009)

Government decree on universities (770/2009)

Regulations of LUT University (8 December 2022)

Rector's decision: Academic career tracks of the Lappeenranta–Lahti University of Technology LUT (20 March 2023)

Additional information

Further information on the duties of the professorship is provided by Professor Liisa-Maija Sainio, tel. +358 40 515 4944; liisa-maija.sainio@lut.fi.

1 Background

LUT University is a challenger university aiming to conduct high-quality research that is relevant to society and industries. LUT is compact, agile, and highly focused, and together with its partners, it contributes to an economically, ecologically, and socially sustainable society in its focus areas.

Clean energy, water and air are life-giving resources for which we at LUT University seek new solutions with our expertise in technology, business and social sciences. We help society and businesses in their sustainable renewal.

LUT University was established in 1969. Our entrepreneurially thinking scientific and international community comprises approximately 6600 students and 1250 experts engaged in scientific research and academic education. There are 98 nationalities present on our modern campuses in Lappeenranta and Lahti.

In our schools – the LUT School of Energy Systems, the LUT School of Engineering Sciences and LUT Business School – we conduct research and provide education that are internationally recognised and relevant to both society and business.

LUT Business School, LBS

Our mission is to educate research-based, responsible business professionals in an inspiring learning community rooted in a university of technology. We do this by conducting impactful research and creating business-relevant knowledge to benefit students, businesses, the academic community, and the sustainable development of society at large.

Our vision is to be internationally recognised for our impact on sustainable business renewal – enabled by new technologies and entrepreneurial spirit.

Our research and education are characterised by an entrepreneurial, global and sustainable mindset. We focus on understanding the factors that lead to sustainable value creation – that is, approaches that enable the growth, renewal and internationalisation of firms in a way that is economically, ecologically and socially sustainable. We seek better to understand the role of businesses and management in addressing the key problems of humankind. In particular, we focus on changes and growth opportunities that are driven by new, digital technologies and new forms of organising. Our core strength is close collaboration with the business world combined with strong theoretical, analytical and methodological expertise.

LUT Business School is a strong research unit of more than 20 full professors and altogether 130 researchers.

2 Vacant professorship

LUT Business School is now looking for an assistant/associate professor of digital marketing and analytics. The position strengthens and complements the competences of LBS's existing research groups by focusing on digital marketing and marketing analytics. The person appointed to the professorship must be able to teach and supervise students especially in the Master's Programme in International Marketing Management (MIMM) but also at the bachelor's level.

The field of the professorship includes, for instance, the following themes:

- marketing analytics
- quantitative research methods in marketing
- digital marketing
- analysing and measuring marketing effectiveness

We are seeking a highly motivated early-career scholar who can present strong international research merits in any of the above-mentioned areas. We especially emphasise merits in marketing analytics and quantitative methodology skills in marketing. The person appointed to the professorship is expected to show a proof of successful corporate collaboration and participation in applying for and obtaining research funding. Proof of successful international research collaboration is considered an advantage for the applicant.

The duties related to the position will include basic and advanced education. We value documented experience in successful teaching and instruction in a multicultural environment.

The duties related to the field of research include the following:

- international high-impact research
- preparation of national and international research and education projects
- planning and implementation of undergraduate and postgraduate education
- supervision of final theses and postgraduate studies
- increasing awareness in a way that serves industry and the economy
- taking part in the preparation of projects in other LUT units as an expert
- general administrative work related to the operation of the university

The position is situated at the assistant/associate professor levels of the tenure track and will be filled through an open application process for a fixed term of four years. The tenure track system offers researchers a possibility to advance to a full professorship. LUT is committed to providing tenure track researchers the possibility to advance to the next level, provided they meet the requirements in the promotion reviews, are suitable for the position, and conduct research that fits LUT's strategy and operation.

More information on the LUT tenure track system:

<https://www.lut.fi/en/research/research-career-lut/tenure-track>

The work will start with a six-month trial period on LUT's Lappeenranta campus.

3 Qualifications

According to the administrative regulations of LUT University, adopted on 8 December 2022, assistant/associate professors are required to have a doctorate, high-level scientific qualifications, experience in heading scientific research, the ability to acquire funding, the ability to provide high-level instruction based on research, the ability to supervise final theses, proof of international cooperation in their field of research, and when relevant to the duties of the position, practical experience in the field of the professorship.

Practical experience in the field is not a requirement in this position, but it is considered an advantage.

The applicant must have research and teaching merits, proof of effective research and the acquisition of external research funding, and international experience. In the appointment, attention will be paid to the applicant's merits, which are defined in the tenure track system of LUT University (Annex).

Under the universities decree (770/2009), persons in teaching and research positions at universities are required to master the language, Finnish or Swedish, in which they teach. According to the university regulations, section 28, foreign or Finnish citizens who are not Finnish natives may be appointed to a teaching or research position regardless of not having demonstrated skills in Finnish and/or Swedish. Applicants for a professorship may demonstrate their language skills with a language certificate accepted by the academic council and/or in an interview.

According to the university regulations, section 28, professors are required to have the language skills needed for the successful completion of their duties.

In this position, oral and written fluency in English is required. The appointed person is encouraged to acquire the necessary Finnish skills during the employment relationship. For that purpose, LUT offers in-house Finnish language courses to staff members.

4 Applying for the position

Application

The application must specify the tenure track level applied to. The deadline for applications is indicated in the vacancy announcement. The application and material for expert assessors should primarily be submitted through the online recruitment system mentioned in the vacancy announcement or e-mailed to the university (recruitment@lut.fi).

All application documents must be in English and in PDF format. The application must include:

- a curriculum vitae (max. 10 pages)
- a copy of the applicant's doctoral diploma
- a full list of publications including the applicant's Web of Science, Scopus and Google Scholar details: the Web of Science ID, Scopus ID and Google Scholar profile URL, the total number of publications, the total number of citations, and h-indices
- a separate list of the 10 publications selected for expert evaluation
- full-text PDFs of the 10 publications mentioned above
- a teaching portfolio or an equivalent account of the applicant's teaching qualifications
- an account of the applicant's merits and activities of significance to the vacancy (max. 3 pages)
- an account of the applicant's vision on the development of education, research and projects in the field of the professorship at LUT University (max. 3 pages).

Contact information

Applicants must give the university an e-mail address at which they can be reached. Applicants who do not wish to be contacted by e-mail must give a postal address at which they can be reached during the appointment process. The university prefers e-mail.

5 Expert evaluators

Selection of experts

The experts must be impartial. Before the selection of expert evaluators, the applicants must be provided the possibility to comment on their disqualification.

Based on the proposal of the selection committee, the dean invites at least three internationally recognised experts to submit a statement on the qualification of the applicants. The university's staff members may not be invited as expert evaluators. To the extent possible, the experts should be chosen with the applicants' fields of specialisation in mind and with a view to impartiality.

Sections 27–29 of the Administrative Procedure Act (434/2003) apply to the disqualification of an expert evaluator.

Applications forwarded to expert evaluators

The selection committee may limit the number of applications forwarded to expert evaluators if there are four applicants or more. At least three applications must be forwarded to the experts. The applications may be limited to the most suitable candidates for the position in the view of the person making the decision. The selection committee must state the grounds for its decision. The applicants will be informed if any applications are excluded from the evaluation.

Expert statements

The expert evaluators must give their statements in writing within two months. More specific dates will be sent to the evaluators along with instructions. In their statement, the experts must evaluate especially the scientific qualification of the applicant, and if possible, also other merits related to the professorship, and rank the applicants in order of preference.

Expert evaluators may not take part in the appointment process at a later stage.

The statement must be submitted to the university by the deadline (separate instructions issued).

6 Interview and trial lecture

Applicants deemed qualified for the position by the experts will be invited to an interview. The selection committee may ask the applicants to give a public trial lecture.

7 Appointment

The selection committee makes an appointment proposal to the tenure track committee, which then makes its own proposal to the dean. The dean then makes a proposal to the rector on filling the position or leaving it vacant. The proposal shall be based on the merits presented by the applicants, expert statements, possible trial lectures and other related matters.

The evaluation of the applicant's qualifications takes into account scientific publications and other research results with scientific value, pedagogical skills, teaching experience, teaching-related merits, a trial lecture if needed, the number of supervised dissertations, and management and leadership skills. In addition, the evaluation takes into consideration the applicant's activity in the science community, success in acquiring research funding, scientific work abroad, and international positions of trust.

The rector decides either to appoint an applicant or to leave the position vacant.

The appointment proposal may be made or let lapse even if all of the experts have not submitted their statements, provided that the time limit for the statements has expired, at least three experts have submitted their statements, and the impartial treatment of the applicants is not compromised by doing so.

After the rector has made the appointment decision, an employment contract is concluded with the appointed person. If no employment contract is concluded, the rector may, based on the proposal by the dean, make a new decision and appoint another applicant. The rector may also leave the position vacant. When the employment contract is concluded with the person appointed, the final decision is made known to all applicants.

Tenure track appointment criteria

All the positions below require a doctorate in an applicable field, a research field that fits the LUT strategy (see LUT Strategy 2030), a goal-oriented plan for the position in question, teaching experience and an up-to-date account of teaching merits (teaching portfolio).

In 2022, LUT joined the international Agreement on Reforming Research Assessment, which emphasises qualitative assessment in appointments to specialist positions and in promotions. This is highlighted especially in the evaluation of peer-reviewed scientific publications. We require high-level publications. The quality of publications is evaluated based on their content, such as novelty and impact. High-level publications have also passed a high-level peer review, where only the best manuscripts are accepted for publication. In the tenure track criteria below, we apply the classification of the Finnish Publication Forum (JUFO) as a guiding indicator of high-level publications (ratings 2 and 3), but applicants always select their best publications for a qualitative evaluation by experts.

In international recruitments, the evaluation must take into account that applicants from outside of Finland and Europe may not have been involved in Finnish or European research projects. Such applicants are evaluated in terms of their success in acquiring competitive funding through their own national channels or through international ones. Different career paths are also taken into consideration especially when practical experience is required. Only in promotion and tenure reviews can the same criteria be applied to international and Finnish persons.

The following qualifications are to be considered in the recruitment of researchers for different levels:

Assistant professor:

- peer-reviewed scientific publications
- contacts with the international scientific community in the field
- the ability to take part in applying for external funding in the research group and for fellowships of the Academy of Finland
- the ability to participate in teaching and final thesis supervision

Associate professor:

- successful publication history after the doctoral defence, target of three high-level publications a year
- proof on international cooperation
- successful acquisition of external funding and acting as, e.g., a project manager in externally funded projects
- applying for Academy of Finland research fellow positions
- participation in the supervision of doctoral students
- participation in the commercialisation of research results
- participation in teaching, the development of teaching and the supervision of final theses