

Nyenrode Business Universiteit is the only private university in the Netherlands. The university's philosophy is built on the pillars leadership, entrepreneurship & stewardship. Being highly selective, with a focus on candidates' motivation and social skills, Nyenrode Business Universiteit has created an environment in which students and faculty are all dedicated to bridging the gap between academic rigor and daily business practice. Nyenrode Business Universiteit enjoys a growing international reputation and is on track to attain its position among the top-ranked European business schools. The university is located in Breukelen on a green 13th century castle estate.

Within our Center for Marketing & Supply Chain Management (MSCM) we have a vacancy for a:

ANVR Professor of Innovations in Tourism

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The Center MSCM's goal is to enhance significantly the ability of students, executives, and the larger business community to market and distribute products and services innovatively, especially in contexts that are characterised by their entrepreneurial, global, technological, and/or retailing settings. The Center MSCM is committed to providing high standard research and education in addition to being entrepreneurial and relevant in its practical impact.

Aim and position

Research

The past decades have witnessed profound transformations in the tourism industry, mostly caused by developments in digital technology. New entrants have disrupted the industry and instigated changes in consumer behavior. Many travel agencies, tour operators and providers of accommodations failed to adapt and went out of business, while others have evolved and succeed in creating added value for customers with new propositions using new technologies. The ability to innovate has proven a fundamental requirement for the continuity of existing players in the tourism industry. The Chair aims at analyzing, explaining, and advancing innovations in tourism, both from the perspective of service providers and of customers. The research will focus on customer behavior, including both consumers and businesses, on entrepreneurial behavior, business transformation and on new business models for tourism. The Chair will be involved in PhD supervision, including PhD students working on projects acquired by ANVR.

Education

Although education is not the main focus of the Chair, he/she will be involved in programs and events at Nyenrode. Examples are guest lectures in courses in degree programs and executive programs. Its PhD students will be involved in education as well. The Chair will also engage in supervision of relevant master's thesis of students in degree programs. Development of executive programs, in cooperation with ANVR, constitutes an opportunity that may be explored.

Positioning

The theme 'Innovations in Tourism' focuses on studying and analyzing behavioral and entrepreneurial phenomena relating to innovation in tourism. The Chair Innovations in Tourism will require and use knowledge and skills across several academic disciplines including marketing

management and marketing research and related academic fields such as services management, (cross-cultural) psychology, strategy, organizational behavior, and information systems.

Management

This Chair is financed by the Stichting ANVR Innovations & Tourism. Dutch Association of Entrepreneurs in Travel. The main focus of the Chair will be on research on innovations in tourism. It is expected that the Chair will supervise PhD students, including those funded by ANVR and will cooperate with chairs and research done at other universities.

Job requirements

- PhD degree in a relevant discipline from an accredited institution.
- Excellent research track record in marketing and consumer behavior with demonstrated relevance for the Chair of Innovation in Tourism.
- Evidence of the ability to supervise PhD students.
- Demonstrated excellence in teaching in degree programs and executive education, in particular understanding the principles of research-led teaching and integrating research with learning and teaching to deliver an excellent student experience.
- Evidence of an ability to lead the design and development of academic and executive courses.
- Excellent oral and written skills in both Dutch and English.
- Excellence in building bridges between the worlds of business and of education at Nyenrode.
- Ability to act as a partner in discussing and supporting work with the Center for Marketing & Supply Chain Management and other faculty at Nyenrode, requiring excellent communication skills.
- BKO registered or willing to obtain the BKO-registration within two years.

Salary

- The initial appointment will be for one year with the intention for renewal for another four years.
- Salary will be in the range of € 5.090 - € 7.420 (scale HGL A) gross per month (fulltime) depending upon qualifications.

Information/contact

Interested candidates are invited to forward their application (a cover letter, curriculum vitae, one or two recently published papers, recent teaching evaluations, and three references) to jobs@nyenrode.nl. Contact e-mail is Prof. dr. ir. Kitty Koelemeijer, k.koelemeijer@nyenrode.nl. Screening of applications begins immediately and will continue until the position is filled.