

# Assistant Professor in Marketing (Tenure Track)

## On the Technological Transformation of Consumption and Markets

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The Università della Svizzera italiana (USI) is a young and lively university, a hub of opportunities open to the world where students are offered a quality interdisciplinary education in which they can be fully engaged and take centre stage, and where our researchers can count on having the space to pursue their initiatives freely. Established in 1996, USI is a dynamic university, true to its three guiding principles: quality, openness, and responsibility.

### The Faculty

The Faculty of Communication, Culture, and Society is committed to research and teaching excellence in innovative communication and media, with strong societal and cultural impact. We consider communication as a constitutive practice of organisations, markets and society, which we approach from multiple disciplines, both within the social sciences and humanities. The faculty is embedded within a diverse, dynamic, and highly international university, historically collaborating with the Faculty of Economics and facilitating transdisciplinary projects with the other faculties at USI (Architecture, Biomedical Sciences, Informatics, and Theology).

### The Institute

The Institute of Marketing and Communication Management (IMCA) specialises in a communication-centric, cultural approach to marketing and management with expertise in qualitative methodologies and relational, processual, cultural, and socio-material research of organisations, business networks, communities of stakeholders, and consumers. In Marketing, it conducts research within consumer culture theory and market studies focusing on topics such as sustainability, ethical consumption, financialisation of life, cultural branding and storytelling, and consumer responsabilisation and vulnerability.

The Institute coordinates the successful specialisation in Business, Markets and Society of the Bachelor in Communication and coordinates two innovative masters' programmes, both committed to placing societal impact at the heart of organisational and marketing decisions: the Master in Marketing and Transformative Economy and the Master in Corporate Communication.

### Candidate Profile

Thematically, the successful candidate has demonstrated research excellence in consumer- and/or marketing-informed studies of technology and/or the digital economy and their interdependence with consumer cultures, marketing practices, and social justice. She/he has an active research agenda including, but not limited to, topics such as digital consumption and blended forms of (im)materiality; the datafication of consumers, goods, and markets,

with their ontological, epistemological, and methodological implications; algorithmic control and technological affordances; the role of automation, (generative) AI, and robotics in current and emerging markets; platform economics; the ideologisation of technology (i.e., techno-ideologies); and questions of social and ecological sustainability such as digital vulnerabilities or digital ownership. We welcome research theoretically sound and strategically relevant to companies and other stakeholders.

Epistemologically, the ideal candidate has a critical approach to research and education. She/he is expected to challenge held assumptions and explanations of digital marketing and the technoscape, critically reflecting on issues such as the tensions between technologies and the "human", dematerialisation and hybridisation, and the grounding paradigms of markets, marketing, and consumption (capitalism, materialism, neoliberalism, responsabilisation, growth/postgrowth/degrowth business models, etc.).

Methodologically, we encourage applications from candidates who share the Institute's critical, cultural and qualitative focus. We invite multimethod-oriented candidates, yet we request passion and expertise in qualitative and interpretive methods. Said methodological expertise can range from more established methods in marketing (in-depth interviews, ethnography, netnography, semiotics, etc.) to emerging or less established methods (historical methods, videography, etc.). The successful candidate has either a multidisciplinary background or an attitude to work in multidisciplinary teams.

The ideal candidate should satisfy the following requirements:

- a PhD in Marketing, Consumer Culture Theory, or related disciplines. Other disciplinary backgrounds—including, but not limited to, (business) anthropology, critical studies, political sciences, sociology, social studies of technology—are also welcome, as long as these backgrounds are contextualised within consumer, market and/or marketing studies;
- research excellence reflected in a promising track record and a high-quality pipeline in internationally well-recognised marketing journals. Any documented experience with grant applications is very appreciated;
- genuine interest in teaching and tutoring students, and some successful teaching experience;
- excellent command of English, both written and spoken. Knowledge of the Italian language is not required initially, but will be required within three years of taking up the post;
- availability to promote "good citizenship" in the Institute and the Faculty by providing service to the University and the profession. Readiness to collaborate with colleagues (engage in scientific dialogue, listen, and think critically) is required. Any documented experience with service (e.g., organisation of conferences, committee membership, other institutional service activities) is welcome;
- excellent presentation and interpersonal skills, including teamwork orientation.

Applications from candidates with profiles other than those described may still be considered if they are deemed suitable for contributing to the development of the Institute and the Faculty.

### **Job Description**

This post offers the opportunity and resources for a young scholar of excellence to become an important member of a vibrant research group and be involved in the Institute's research and teaching programmes.

During the tenure track and for any subsequent promotions, the successful candidate will be expected to:

- in line with USI policy, be very active in acquiring competitive research funding from SNSF (Swiss National Science Foundation), Innosuisse, and similar institutions;

- contribute to research internationally and locally in her/his field of competence, including publications in Consumer research and Marketing journals;
- act in an advisory capacity for PhD candidates and coordinate assistants' activities;
- successfully develop, teach, and run courses at all levels (Bachelor, Master, and eventually PhD) on marketing and the technological transformation of marketing and business-related communication (e.g., Advertising and Consumer Representations, Industrial Marketing, Customer Experience, Go-To-Market, Post-growth Marketing) (33 ECTS in three years, with the possibility of starting at a reduced teaching load in the first year, to be compensated in the following two years);
- generously take part in the Faculty and the Institute organisation (Faculty Board, Professors' Board, committees, and other related tasks, etc.);
- contribute to the development of the USI Library in her/his field of competence.

### **General terms**

The workplace is USI, Università della Svizzera italiana, located in Lugano, Switzerland. Availability to travel to other parts of Switzerland and abroad (for purposes of collaboration and research) is required.

The employment package is competitive according to international standards, including one fully funded PhD position and travel funds. Salary will be defined according to terms and conditions as in the [University Statutes](#).

The activity is scheduled to start in the Fall term 2026 or another date mutually agreed upon.

USI, Università della Svizzera italiana, is aware of the various and different backgrounds of its employees and, as an institution that promotes diversity and inclusion, it particularly encourages applications by female candidates and by other under-represented groups. With the heterogeneity of its members in terms of gender, nationality and disciplinary backgrounds, IMCA embraces USI's commitment to diversity and inclusion. Applications that will further strengthen the diversity of the group are very welcome.

### **Residence**

Professors reside in Ticino, which is part of the Italian-speaking area of Switzerland. The new professor is expected to provide consistent participation in the academic activities of the university.

### **The Application**

The application should contain:

- an application letter addressed to the Dean of the Faculty;
- a detailed CV and publication list, together with copies of any relevant diplomas, and teaching and professional experience records. Candidates from non-business disciplines are advised to submit a link to an official ranking of the journals of their respective field;
- a copy of the most representative publications, up to a maximum of three publications;
- three letters of recommendation will be requested from the shortlisted candidates but, if available, they may be submitted in advance at the time of application;
- one course outline of a course the candidate would like to teach;
- a one-page research statement of a topic the candidate would apply for external funding.

Please send your application in electronic form to:

Prof. Matthew Hibberd  
Dean, Faculty of communication, culture, and society  
Università della Svizzera italiana  
Via Giuseppe Buffi 13  
6900 Lugano, Switzerland

using the online platform at the following link:  
<https://recruitment.usi.ch/positiondetails/5210115>

**Applications received before 03 April 2026, will be given priority.  
However, applications will be received until the position is filled.**

More information on the Institute of Marketing and Communication Management (IMCA) can be found at [www.imca.usi.ch](http://www.imca.usi.ch).

For further information, please contact:  
Prof. Jeanne Mengis  
Director of the Institute of Marketing and Communication Management (IMCA)  
Email: [jeanne.mengis@usi.ch](mailto:jeanne.mengis@usi.ch)

Lugano, 30 January 2026