

Assistant / Associate / Full Professor in Marketing and Digital Marketing at Audencia Business School

Audencia Business School (www.audencia.com) invites applications for Assistant, Associate and Full Professor in the field of marketing and digital marketing, effective from September 2019.

Review of applications will begin immediately and continue until the position is filled.

3 Positions are proposed.

Salary is negotiable and commensurate with experience and qualifications. A good working knowledge of both French and English is necessary.

Position 1 requirements: research focus, assistant / associate Professor

The preferred candidate for the position will:

- hold a PhD;
- demonstrate evidences of excellence in high level research in marketing and in the digital marketing field;
- have an ongoing program of academic research and publishing in top-tier journals on the subject of marketing and digital marketing;
- demonstrate evidences of excellence in high level teaching in marketing and digital marketing;
- be expected to commit to the development of marketing programs at Audencia;
- be expected to contribute to outreach activities to the broader practitioner community.

Position 2 requirements: teaching focus, assistant / associate Professor

The preferred candidate for the position will:

- hold a PhD;
- demonstrate capacity and interest to coordinate a digital marketing program, including companies;
- demonstrate evidences of excellence in high level teaching in marketing at the digital area;
- be expected to contribute to outreach activities to the broader practitioner community.
- demonstrate evidences of excellence in high level research in marketing and the digital marketing field;
- have an ongoing program of academic research and publishing in top-tier journals on the subject of Marketing;

Position 3 requirements: research focus, associate / full Professor

The preferred candidate for the position will:

- hold a PhD and a HDR / Habilitation (or equivalent)
- demonstrate evidences of excellence in high level research in marketing (e.g. publications in 4 stars ABS or CNRS 1 journals). Research interest should preferably include digital marketing, consumer behavior, CRM, Retailing, ethics, etc ...
- have an ongoing program of academic research and publishing in top-tier journals on the subject of marketing and/or digital marketing
- commit to the support and mentoring of marketing research colleagues
- be already highly involved in research associations and journals review /editor boards
- contribute to outreach activities to the broader community
- demonstrate evidences of excellence in high level teaching in marketing

Position overview

The position is located within Audencia's Marketing Department. Candidates must have expertise or show potential for teaching at graduate levels in the field of Marketing and Digital Marketing. Experiences of partnership with firms or another organization would be a plus. A well-developed program of research and several publications in top-tiers journals is expected. Activities include research, teaching and institutional contributions.

Audencia Business School is triple accredited (AACSB, EQUIS and AMBA), and one of the leading European and French Business Schools. The school offers a wide range of programs including MSc, MBA, Executive MBA, European Master in Management, Doctorate and Executive Education Programmes, with 120 core faculty members from 28 countries.

Audencia Business School has been one of the first Business School to develop programs in Digital Marketing in partnership with leading companies in this area. The candidate should have the potential contribute to Audencia's reputation and expertise in this domain. The candidate should also have the competencies to develop research programs in this area.

The school is located in the city of Nantes, just 2 hours away from Paris by train, serviced by an international airport. With a vibrant city life full of cultural and other events, the sandy Atlantic coast to the west of the city and rolling vineyards and royal castles to the east, it is an ideal city to live in. Perhaps these are the reasons for which *Time Magazine* selected Nantes as 'the most liveable city in Europe'. In addition to its pleasant environment, the city also boasts a rich economic and industrial identity. Nantes is rich in activity, with more than 1.330 companies housed in the city.

Application

Candidates should send an electronic application, including an application letter, a curriculum vitae (including a fullest of publications), two selected publications, information regarding teaching performance and names of two referees by e-mail to André Sobczak, Audencia's associate dean for faculty and research at faculty-recruitment@audencia.com.

Please indicate if you apply to position 1, 2, or 3.

Applications will be evaluated when received. **Deadline: January 31, 2019.**

For more information

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Prof. Caroline Lancelot Miltgen, clancelot@audencia.com

Audencia Marketing Department: <http://faculte-recherche.audencia.com/departements/marketing/>

Discover Nantes area attractiveness: <https://www.youtube.com/watch?v=RA2wml864U>