

## **REF. MKT20-09B - Assistant / Associate professor in Marketing in the digital area**

Audencia Business School ([www.audencia.com](http://www.audencia.com)) invites applications for Assistant or Associate professor in the field of Marketing in the digital area, effective from September 2020. The position is open for a teaching focus or a research focus candidate. Review of applications will begin immediately and continue until the position is filled.

### **Position requirements**

The preferred candidate for the position will:

- hold a PhD;
- demonstrate excellence in high level marketing teaching in the digital area;
- be willing to coordinate a one semester specialization program in digital marketing, including students, companies, professor and develop pedagogical projects with them.
- commit to the development of Audencia's marketing programs;

And

- have an ongoing program of academic research and publication in top-tier journals

Or

- demonstrate capacity to contribute to outreach activities to the broader practitioner community.
- demonstrate experience in coordinating an academic program
- demonstrate experience in coordinating digital actors, including companies.

### **Position overview**

The position is located within Audencia's Marketing Department in Nantes. Candidates must have expertise or show potential for teaching at graduate levels in the field of Marketing and Digital Marketing.

Activities include research, teaching and institutional contributions.

Candidates must be able to teach in English. Ability to teach in French will also be appreciated but is not mandatory.

Salary is negotiable and commensurate with experience and qualifications.

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 25 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 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 it 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 1330 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](mailto:faculty-recruitment@audencia.com). Please quote reference **MKT20-09B** in the subject of your email. Applications will be evaluated when received. **Deadline: June 30th 2020.**

[For more information](#)

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Audencia Marketing Department:

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

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