

Assistant / Associate / Full Professor in Marketing

Audencia Business School (www.audencia.com) invites applications for Assistant /Associate or Full Professor in the field of Marketing, including digital marketing, effective from September 2018. 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 evidence of excellence in high level teaching in the field of Marketing:
 - o demonstrate capacity to teach in English
 - o demonstrate capacity / potential to build teaching projects with companies
 - o demonstrate capacity for teaching innovation
 - o demonstrate leadership in the areas of teaching, curriculum development, student engagement and extra-curricular activities in Marketing
 - o demonstrate knowledge in new issues in marketing (digital transformation, sharing economy, CRS and marketing...)
- demonstrate capacity / potential to manage and create programs and courses
- demonstrate capacity / potential to outreach activities to the broader practitioner community.
- demonstrate capacity to develop high level academic contributions (research publications or books and case studies).

The capacity to teach in French would be a further asset.

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

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, including Digital Marketing. Experiences within companies or other organizations in the Marketing domain would be advantageous. Activities include the management of a program in Marketing, teaching, and research 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 113 core faculty members from 24 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 to develop 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 1330 companies housed in the city.

Application

Candidates should send an electronic application by Feb. 28th, 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.

For more information

Prof. Céline Del Bucchia cdelbucchia@audencia.com

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

Audencia Future Laboratory: <http://entreprises.audencia.com/articles/actualite/le-future-lab-experimente-les-nouveaux-usages-issus-de-la-transformation-digitale/>

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