

## Assistant /Associate Professor in Marketing Specialized in Sustainable Consumption

Position reference **MKT22-SC-AUD**

Audencia ([www.audencia.com](http://www.audencia.com)) invites applications for a position as Assistant / Associate Professor in marketing with a specialisation in Sustainable Consumption. The position is for a full-time, non-fixed term contract and is effective from now.

**Deadline for applications: February 25<sup>th</sup>, 2022.**

### Position requirements

We are looking for applicants specialized in sustainable consumption in terms of both teaching and research. Applicants shall hold a Ph.D. They shall have successfully pursued research funding and published in high-impact peer-review international journals or demonstrate high potential for that.

Applicants shall be able to demonstrate their ability to teach effectively. The teaching associated with the position will be in English and previous teaching experience in English is mandatory. Ability to teach in French will also be appreciated but is not mandatory.

The candidate should demonstrate expertise in sustainable consumption which is part of our area of expertise “Marketing and Society”, with a consumer centricity angle. In this area, we question prevailing paradigms and study how marketing (and notably its tools and processes) can help develop and promote consumption and productions patterns in line with social and ecological trends. We develop this critical thinking with an innovative teaching approach in our dedicated school of ecological and social transition, Gaïa by Audencia, and also in all other Audencia programs.

### Position overview

The new faculty member will join the Department of Marketing at Audencia, and will contribute to “Marketing and Society” area of expertise. Currently, there are 23 members of permanent faculty, 11 of which have a research profile (as opposed to a teaching profile), a number that is expected to increase significantly in the coming years. The faculty’s recent publications include articles in top-tier journals such as International Journal of Research in Marketing, Journal of Business Research, Psychology and Marketing, Marketing Letters, Journal of Advertising Research, Journal of Interactive Marketing.

Salary is negotiable and commensurate with potential and experience. There are a number of benefits attached to the contract including an individual research or pedagogical budget, the possibility to apply for additional internal funding opportunities, performance-based bonuses and family medical coverage.

Audencia 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 MS Grande Ecole, MScs, MBA, Executive MBA, European Master in Management, Doctorate and Executive Education Programmes, with 149 core faculty members from 32 countries. The school is very dynamic, has grown significantly in the most recent years and will continue to do so with new positions opening in the future. Audencia fosters both high-level research and high-level pedagogy and has a workload model that allows faculty to place emphasis on either of the two.

The school has campuses in France and abroad. This position is for the Nantes campus. Nantes is just 2 hours away from Paris by train, serviced by an international airport.

The eclecticism of its landscapes and architecture, its dynamism and the diversity of its cultural events, along with the quality of the environment which won it the label of European Green Capital, regularly places Nantes at the top of the best cities to live in. In addition to its pleasant environment (vineyards, royal castles, rivers, the sandy Atlantic coast...), the city also boasts a rich economic and industrial identity. As the 6th largest city in France, the metropolitan region of Nantes is number two in the country in terms of job growth. In 2021, more than 55 803 companies are housed in the city.

### Application

Candidates should send a cover letter, a recent curriculum vitae including a detailed list of publications, recent teaching evaluations, and contact information of three referees by e-mail to: Prof. Thibaut BARDON, Associate Dean for Faculty: [faculty-recruitment@audencia.com](mailto:faculty-recruitment@audencia.com). Please quote reference **MKT22-SC-AUD** in the subject of your email. **Deadline: February 25<sup>th</sup>, 2022.**

### For more information:

Marketing Head of Department: Prof. Céline Del Bucchia, [cdelbucchia@audencia.com](mailto:cdelbucchia@audencia.com)

Marketing Head of Research: Prof. Linda Lemarié, [linda.lemarie@audencia.com](mailto:linda.lemarie@audencia.com)

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

Discover Nantes area attractiveness: <https://www.youtube.com/watch?v=i8OvnohnWpo>