

## Associate, Full Professor in **DIGITAL MARKETING or CRM**

### **FACULTY POSITION**

In view of its continuous growth, the Marketing and International Negotiation Department at IÉSEG School of Management invites applications for Full-time Permanent Positions in Digital Marketing and in CRM at Associate and Full Professor Level (Lille or Paris Campus)

### **ABOUT IÉSEG SCHOOL OF MANAGEMENT**

- IÉSEG is proud to be triple crowned AACSB, EQUIS and AMBA and a member of the 'Conférence des Grandes Écoles'.
- IÉSEG is one of the leading French business schools in terms of research. The IÉSEG Research Center is accredited by the French CNRS (National Center for Scientific Research).
- IÉSEG actively promotes research, provides resources for active scholars and rewards high quality international peer-reviewed research publications with financial bonuses.
- The IÉSEG faculty is highly qualified and diverse with over 40 different nationalities represented.
- IÉSEG offers Bachelor, Master and Post-Graduate Degrees as well as Executive Education programs.

Our Lille Campus is in the heart of the Northern French city of Lille (within the triangle made up by London, Paris and Brussels), and our Paris Campus is located in the biggest European business district of "La Défense". Both premises provide state of the art technology in the classrooms and has an excellent research environment.

To find out more about IÉSEG and why you should choose us: <http://www.ieseg.fr/en/faculty-and-research/teach-at-ieseg/>

### **ABOUT THE MARKETING AND INTERNATIONAL NEGOTIATION DEPARTMENT**

The department consists of over 30 full-time academics in the areas of Marketing, Digital Marketing, Data Driven Marketing, International Negotiation and Sales. The School provides ample resources to support a variety of research interests and activities, and has comparative advantage in promoting cross-disciplinary research that is needed in the modern business world. The School maintains an excellent network with overseas institutions for collaborative work. Over the last few years, faculty members have been successful in publishing their research papers in top-tier refereed international journals.

### **JOB QUALIFICATIONS**

We are looking for candidates whose research interests are related to **Customer Relationship Management, e-commerce, m-commerce, Digital Marketing, or Cross-Channel Marketing.**

The candidate is expected to show evidence of strong research excellence (e.g. publications in top tier international journals). He/she also needs to provide evidence of strong teaching skills and/or professional experience. He/she will teach at undergraduate, graduate and postgraduate levels and also contribute to the design and development of the Department's programs.

Applicants should possess a PhD and be able to provide evidence of publications (and/or demonstrate the potential to publish) in reputable academic journals. Applicants should be completely fluent in English as all courses will be taught in this language. Prior knowledge of French is not required as the School will provide French courses to faculty members.

For appointment at the Associate or Full Professor level, applicants are required to have (a) extensive higher education teaching and relevant research experience; (b) a strong publication record in top-tier refereed journals; and (c) good networks in both academia and professional circles at regional and international levels. Candidates with less experience will be considered for appointment at Assistant Professor level.

### **SALARY RANGE**

The salary is competitive. Housing search assistance is provided by IÉSEG. Employees also benefit from French social security benefits, complementary health insurance and a contributory pension scheme.

### **APPLICATION PROCEDURE**

The application package should consist of a cover letter, curriculum vitae, research statement, teaching statement, one working paper and recent student evaluations in one .pdf document indicating name and reference. Two recommendation letters should be sent separately by the referees. All applications should be submitted by e-mail to:

**Dr. Gwarlann DE KERVILER**

**Head of Marketing and International Negotiation Department**

**Email: [mkg.recruitment@ieseg.fr](mailto:mkg.recruitment@ieseg.fr)**

**APPLICATIONS WILL BE REVIEWED UPON RECEPTION AND WILL CONTINUE UNTIL POSITIONS ARE FILLED.  
PLEASE QUOTE REFERENCE: DM17**