

Assistant, Associate or Full Professor in **DATA-DRIVEN MARKETING**

FACULTY POSITION

In view of its continuous growth, the Marketing and International Negotiation Department at IÉSEG School of Management invites applications for a full-time permanent position in Data Driven Marketing at Assistant, Associate or Full Professor Level (Lille and Paris Campus)

ABOUT IÉSEG SCHOOL OF MANAGEMENT

- IÉSEG is AACSB, EQUIS and AMBA accredited and is a member of the 'Conférence des Grandes Écoles'.
- IÉSEG is one of the leading French business School's in terms of research. The IÉSEG Research Center is accredited by the French CNRS (National Center for Scientific Research).
- IÉSEG actively promotes research and provides resources for active scholars and integrates financial bonuses for high quality international peer-reviewed research publications.
- The IÉSEG faculty is highly qualified and diverse with over 40 different nationalities represented.

ABOUT THE MARKETING AND INTERNATIONAL NEGOTIATION DEPARTMENT

The department consists of over 30 full-time academics. 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 teaching and research interests are related to data-driven (online/digital) consumer intelligence applications in one or multiple subdomains, amongst clickstream and web analytics, social media analytics, search engine optimization, recommendation tools, social network analysis, forecasting and/or big data analysis tools. In-depth knowledge of analytical/statistical tools is a must.

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.

Applicants for the post of Assistant Professor should have the potential to secure publications in top-tier refereed journals. For appointment at the Associate Professor level, applicants are in addition 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:

Nicholas G. PAPAROIDAMIS PhD
Head of Marketing and International Negotiation Department
Email: mkg.recruitment@ieseg.fr
Phone: +33 3 20 545 892

APPLICATIONS WILL BE REVIEWED UPON RECEPTION AND WILL CONTINUE UNTIL POSITIONS ARE FILLED.

PLEASE QUOTE REFERENCE: DDM17

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