

## Assistant / Associate 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 or Associate Professor Level (Lille or Paris Campus)

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

- IÉSEG is AACSB and EQUIS accredited and is 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 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 30 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 and our Paris Campus is located in the biggest European business district of "La Défense". Both premises boast state of the art technology in the classrooms as well as having an excellent research environment. More information about IÉSEG School of Management is available online at: <http://www.ieseg.fr>

### **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 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.

IÉSEG School of Management

Lille campus: 3 rue de la Digue - F-59000 Lille

Paris campus: Socle de la Grande Arche - 1 Parvis de La Défense  
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### **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](mailto:mkg.recruitment@ieseg.fr)**  
**Phone: +33 3 20 545 892**

**THE CLOSING DATE FOR APPLICATIONS IS 20<sup>TH</sup> DECEMBER 2015 APPLICATIONS WILL BE REVIEWED UPON RECEPTION AND WILL CONTINUE UNTIL POSITIONS ARE FILLED.**

**PLEASE QUOTE REFERENCE: DDM16**