

Assistant / Associate Professor in **DATA-DRIVEN MARKETING**

FACULTY POSITION

IÉSEG School of Management at the Catholic University of Lille invites applications for a full-time tenure track position (starting September 2015) in Marketing at Assistant or Associate Professor Level (Lille or Paris Campus) affiliated to the Marketing and International Negotiation Department.

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 promotes research and provides resources for active scholars.
- IÉSEG faculty is highly qualified and very diverse with 32 nationalities represented.
- IÉSEG offers Bachelor and Master Degrees as well as Executive Education programs.
- IÉSEG ranks 21st in the most recent [Financial Times ranking of Masters in Management](#).

The Lille Campus is in the heart of the Northern French city and the 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>

JOB QUALIFICATIONS

The candidate is expected to contribute to the Marketing track with strong teaching skills and/or professional experience and a commitment to research excellence. He/she will teach at undergraduate and postgraduate levels and also contribute to the design and development of the Department's programs.

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.

Applicants for the position of Assistant Professor should hold a PhD or be near to completion. Applicants for the position of Associate Professor should possess a PhD and be able to provide evidence of publications 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.

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, research statement, curriculum vitae, one working papers 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: DATA MKG 15

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
F-92044 Paris La Défense cedex

www.ieseg.fr

Switchboard: +33 (0)3 20 54 58 92

Fax: +33 (0)3 20 57 48 55

Email: ieseg@ieseg.fr

