Postdoctoral position in **Marketing Analytics**

Lille Economics and Management (LEM, CNRS) and IÉSEG School of Management invite applications for **a minimum of 12 months, fully funded Postdoctoral position in Marketing analytics** at its Paris campus **starting in January 2019**.

ABOUT IÉSEG SCHOOL OF MANAGEMENT

- IÉSEG is AACSB, EQUIS and AMBA accredited and is a member of the "Conférence des Grandes Écoles."
- The IÉSEG Research Center is accredited by the French National Center for Scientific Research (CNRS).
- IÉSEG's faculty is very diverse with more than 40 different nationalities represented.

ABOUT LILLE ECONOMICS AND MANAGEMENT (LEM)

- LEM is a research unit associating the CNRS (National Center for Scientific Research), the University of Lille and the Catholic University of Lille
- LEM comprises about 150 researchers and 100 doctoral students in economics, management and statistics.
- Research at LEM is multi-disciplinary in economics and management and is centered on societal issues.
- LEM is a young, internationally oriented and dynamic laboratory with a strong scientific ambition.

ABOUT IÉSEG CENTER FOR MARKETING ANALYTICS (ICMA)

The postdoctoral researcher will have the opportunity to collaborate with ICMA, the Center for Marketing Analytics of IÉSEG School of Management (Paris & Lille, France): a knowledge hub formed by a team of academic experts with a proven track record in the fields of marketing analytics, customer relationship marketing (CRM) and database marketing that aims to support teaching, research and business projects.

QUALIFICATIONS

- Have a Ph.D. (or be close to completion) in marketing analytics or similar. He/she is expected to possess strong analytical skills and have a commitment to research excellence.
- He/she should also display a high level of team-spirit.
- Applicants should be fluent in English. Prior knowledge of French is not required.

We are looking for candidates whose teaching and research interests are related to marketing analytics summarized by one or multiple of the following keywords, amongst statistical and machine learning algorithms, (rule-based/hybrid) ensembles, predictive modeling, R, Python, SAS, Spark, (NO/)SQL, web analytics, web scraping, social media analytics, data mining, recommendation tools, process mining, social network analytics, fraud detection, text mining, visual analytics, and/or big data analysis tools. In-depth knowledge in the field of marketing analytics is a must.

The candidate is expected to show evidence of strong research excellence. He/she also needs to provide evidence of strong teaching skills and/or professional experience. The candidate will contribute to the IÉSEG Excellence Center for Marketing Analytics and shares his/her expertise within the MSc. in Big Data Analytics for Business.

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

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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.

WORKING CONDITIONS

The selected applicant is expected to begin his/her assignment in January 2019. The initial appointment is for 12 months and can be renewed. Gross salary will be competitive with other European research and academic institutions. The researcher will be based in Paris (on the site of IESEG School of Management) and will be assigned 60 teaching hours.

APPLICATION PROCEDURE

Interested applicants must send their application package, consisting of the cover letter (no more than 1 page), curriculum vitae, job market paper, the names, affiliations, and email addresses of three referees, one or more letters of recommendation, and a statement (1 page) that describes their motivation for working in our group, merged into a single PDF document bearing the applicant's name and the reference code "**Marketing Analytics-Postdoc**" reserved for this opening by e-mail at postdoc.recruitment@ieseg.fr

For any further question, please contact us by e-mail.

APPLICATION DEADLINE
Deadline for applications July 5th

We will begin considering candidates immediately and will continue until the position is filled. We encourage you to submit your application as soon as possible.