

## Associate, Full Professor in **CONSUMER BEHAVIOR MARKETING (CB19)** or **DIGITAL / CRM (CRM19)**

### 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 as Associate or Full Professor in **Consumer Behavior Marketing** or **Customer Relationship Management** in Paris or Lille starting September 2019.

### 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 44 full-time academics in the areas of Marketing, Digital Marketing, Consumer Behavior or Customer Relationship Management. 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 and teaching experience are related to **Customer Relationship Management, Digital Marketing, or Consumer Behavior**.

The candidate should possess a PhD from a reputable educational institution. The candidate should show evidence of track record in research and clearly list all his/her publications in top tier international journals (each publication should be detailed with information on the journal impact factor + ranking of the journal in the CNRS list). The candidate should also include papers in Revise and Resubmit status (mentioning the exact round, whether it is Minor or Major revision, and when the manuscript is to be re-submitted). He/she also needs to provide evidence of strong teaching skills and/or professional experience.

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.

He/she also needs to provide evidence of strong teaching skills and/or professional experience.

Good networks in both academia and professional circles at regional and international levels will be a plus.

### **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**

In order to apply, please fill in the following form [http://ieseg.az1.qualtrics.com/jfe/form/SV\\_5B13hf7utcGLlit](http://ieseg.az1.qualtrics.com/jfe/form/SV_5B13hf7utcGLlit) and upload your application package consisting of a cover letter, curriculum vitae (mentioning the names, affiliations, and email addresses of two referees), research and teaching statement, one research working paper and recent teaching evaluations merged into one PDF document indicating name and reference code "**CB19**" for the position in Consumer Behavior and "**CRM19**" for the one in Customer Relationship Management.

**Two** recommendation letters **should be sent separately** by the referees to:

**Dr. Gwarlann DE KERVILER**

**Head of Marketing and International Negotiation Department**

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

**THE CLOSING DATE FOR APPLICATIONS IS DECEMBER 18<sup>TH</sup>.**

**PLEASE QUOTE REFERENCE: [CB19 or CRM19](#)**