

**Assistant / Associate Professor in Marketing in the digital area  
At Audencia Business School**

Audencia Business School ([www.audencia.com](http://www.audencia.com)) invites applications for Assistant, Associate professor in the field of Marketing in the digital area, effective from Sept. 2020. The position is open for a teaching focus or a research focus candidate.

Review of applications will begin immediately and continue until the position is filled.

The preferred candidate for the position will:

- hold a PhD;
- demonstrate evidences of excellence in high level teaching in marketing in the digital area;
- demonstrate evidences of academic excellence in marketing and the digital marketing field;
- be expected to commit to the development of marketing programs at Audencia;

And

- have an ongoing program of academic research and publication in top-tier journals

Or

- demonstrate capacity to contribute to outreach activities to the broader practitioner community.
- demonstrate capacity and interest to coordinate a digital marketing program, including companies.

**Position overview**

The position is located within Audencia's Marketing Department in Nantes. Candidates must have expertise or show potential for teaching at graduate levels in the field of Marketing and Digital Marketing.

Activities include research, teaching and institutional contributions. Candidates must be able to teach in English. Ability to teach in French will also be appreciated but is not mandatory.

Salary is negotiable and commensurate with experience and qualifications.

Audencia Business School is triple accredited (AACSB, EQUIS and AMBA), and one of the leading European and French Business Schools. The school offers a wide range of programs including MSc, MBA, Executive MBA, European Master in Management, Doctorate and Executive Education Programmes, with 113 core faculty members from 24 countries.

Audencia Business School has been one of the first Business School to develop programs in Digital Marketing in partnership with leading companies in this area. The candidate should have the potential contribute to Audencia's reputation and expertise in this domain. The candidate should also have the competencies to develop research programs in this area.

The school is located in Nantes, just 2 hours away from Paris by train, serviced by an international airport. With a vibrant city life full of cultural and other events, the sandy Atlantic coast to the west of the city and rolling vineyards and royal castles to the east, it is it an ideal city to live in. Perhaps these are the reasons for which *Time Magazine* selected Nantes as 'the most liveable city in Europe'. In addition to its pleasant environment, the city

also boasts a rich economic and industrial identity. Nantes is rich in activity, with more than 1330 companies housed in the city.

### **Application**

Candidates should send an electronic application, including an application letter, a curriculum vitae (including a fullest of publications), two selected publications, information regarding teaching performance and names of two referees by e-mail to André Sobczak, Audencia's associate dean for faculty and research at [faculty-recruitment@audencia.com](mailto:faculty-recruitment@audencia.com). Please quote reference **MKT20-09** in the subject of your email. Applications will be evaluated when received. **Deadline: March 15th 2020.**

### For more information

Prof. Céline Del Bucchia, [cdelbucchia@audencia.com](mailto:cdelbucchia@audencia.com)

Prof. Linda Lemarié, [linda.lemarie@audencia.com](mailto:linda.lemarie@audencia.com)

Audencia Marketing Department:

<http://faculte-recherche.audencia.com/departements/marketing/>

Discover Nantes area attractiveness: <https://www.youtube.com/watch?v=RA2wml864U>