ASSISTANT PROFESSOR IN MARKETING
Boston University Questrom School of Business

Job Description
The Questrom School of Business at Boston University anticipates an opening for a tenure-track Assistant Professor in Marketing with a focus in customer analytics and a deep emphasis on retailing topics. Pending Provost budgetary approval, the anticipated start date for this faculty position is July 1, 2019. While preference will be given to advanced Assistant Professors (who have an established publication record), we will also consider rookies.

The Questrom School of Business is building a strong group of faculty with expertise in all aspects of marketing, data science, and analytics. Multiple hires represent a strategic focus for the School and are intended to fuel cross-departmental and cross-university research initiatives in analytics and data science, and support the Fall 2019 launch of our Master of Science in Business Analytics.

We seek outstanding candidates who would be comfortable in, stimulated by, and engage with the vibrant cross-disciplinary community that is data science and that are interested in applying data science approaches to understanding and improving omni-channel marketing, customer relationship management and retailing issues in particular. Prospective candidates must have demonstrated the ability to produce original and innovative scholarly work of the highest possible quality with impact in the top academic journals. Faculty will be expected to teach a variety of undergraduate and graduate courses in analytics, particularly courses with a retailing focus, and contribute to cross-disciplinary curriculum development activities: special consideration for those with experience in the classroom will be given. Candidates with ties to retail industry and access to datasets will have an advantage. The Questrom School of Business offers generous research and teaching support.

Required Credentials
We seek candidates with a PhD in Marketing or related fields, whose research leverages their deep expertise in the customer and retail analytics, and experience working with large datasets and/or field experimentation in retailing and related domains.

How to Apply
Interested candidates **should not apply through the Boston University HR website**. Candidates are encouraged to send application details to mktjobs@bu.edu and include the following:

1. "Assistant Professor – Marketing" in the email subject line
2. A cover letter stating interest and qualification
3. A *curriculum vitae*
4. Three letters of recommendation
5. Representative publications
6. A statement of where you saw this notice (e.g. the conference name, website, colleague, etc.)

Applications will be reviewed on a rolling basis until the position is filled, for a July 1, 2019 start.

Job Location
Boston, Massachusetts, United States

Position Type
Full-Time/Regular

Salary
Competitive and commensurate with experience