

A FULL TIME POSITION IN DIGITAL MARKETING AT ASSISTANT / ASSOCIATE / FULL PROFESSOR LEVELS

THE POSITION

emlyon business school invites applications for a position of Assistant, Associate or Full Professor in Digital Marketing (quantitative analysis, business analytics) beginning in September 2018.

Candidates should have the following requirements:

- have a PhD in Marketing (CRM, Big Data and Analytics, e-Commerce, ...), or a related area. A qualification in Information Science is an advantage.
- have an interest and experience in the operational as well as strategic aspects of digital transformation.
- excellence in quantitative methods
- have a strong research track record, as evidenced by publications or show potential (for the position Assistant Professor)
- be able to merge fundamental theoretical knowledge with practical relevance and to build and maintain sustainable relationships with practitioners.
- Show evidence of excellent graduate and executive teaching achievement. Experience with innovative learning approaches is a plus.

Finally research interest on lifestyle-related context is an advantage

Salary and conditions are competitive and will be commensurated with qualifications and experience.

THE SCHOOL

emlyon business school, one of the leading French Grandes Ecoles in Management, has consistently been ranked among the top European Business Schools. It holds triple accreditation (AACSB, EQUIS, and AMBA) and offers a wide range of programs including an MSc in Management, a global BBA program, Specialized Master's degrees, MBA, PhD and global DBA, as well as open and tailor-made executive programs.

emlyon has campuses in France (Lyon and Paris), China (Shanghai) and Morocco (Casablanca).

Having celebrated its 140th anniversary in 2012, emlyon business school is a dynamic and innovative institution with a 118-strong faculty dedicated to develop excellence both in teaching and research thanks to unique and specific means (learning lab, clusters of excellence...). emlyon's motto is "early makers". This concept reflects our vision of the entrepreneur: an individual who tries, experiments, makes mistakes, starts again and learns as they go. An entrepreneur must now combine this dimension of doing and doing quickly with the ability to anticipate, mix and nurture ideas, see things before others and do things quicker than others. The entrepreneur from emlyon business school is a maker and an early mover. He/she is an early maker.

To know more, follow [@EMLYON \(https://twitter.com/EMLYON?lang=fr\)](https://twitter.com/EMLYON?lang=fr)

THE ENVIRONMENT

emlyon business school is at the center of a vibrant ecosystem of large universities with excellent research teams in engineering, computer science, natural sciences, social sciences, and the humanities (see: <http://www.onlylyon.com/en/discover-lyon/education.html> (<http://www.onlylyon.com/en/discover-lyon/education.html>)). Lyon is the second largest city in France, with a long tradition in entrepreneurship and with a strong digital industry.

JOB REQUIREMENTS AND INFORMATION FOR APPLICATION

Applicants must hold a PhD and have a strong research orientation. This orientation should be demonstrated by a publication track record in highly regarded management journals such as those in the FT list.

Successful candidates should demonstrate an excellent teaching ability at both the undergraduate and graduate levels.

Successful candidates are expected to teach in English.

THE APPLICATION SHOULD CONSIST OF

A cover letter including motivation to join emlyon business school

A research and teaching statement (with teaching evaluations)

A current vita

The paper to be presented if invited for a job interview (preferably unpublished)

A list of papers under review or in progress

A copy of three significant publications or working papers

Reference letters from two referees

All application materials should be submitted in English. The application materials will not be returned.

Candidates are strongly encouraged to apply as soon as possible, as review of applications will begin immediately, and continue until the position has been filled.

APPLY (/EN/FACULTY-RESEARCH-
EDUCATION/FACULTY-
RESEARCH/RECRUITMENT/APPLICATION-
FORM-OF-THE-PERMANENT-
PROFESSORS)