

## Assistant, Associate or Full Professor in **MARKETING ANALYTICS**

### FACULTY POSITION

In view of its continuous growth, the Marketing and International Negotiation Department at IÉSEG School of Management invites applications for a full-time permanent position in **Marketing Analytics at Assistant, Associate or Full Professor Level** in Paris starting January or September 2019.

### ABOUT IÉSEG SCHOOL OF MANAGEMENT

- IÉSEG is proud to be triple crowned AACSB, EQUIS and AMBA and member of the 'Conférence des Grandes Écoles'.
- IÉSEG is one of the leading French business schools in terms of research. 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**. 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 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 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.

For appointment at the Associate Professor level, applicants are in addition required to have good networks in both academia and professional circles at regional and international levels.

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

Applicants should be completely fluent in English as all courses will be taught in this language. Prior knowledge of French is not required as IESEG provides French courses to faculty members.

### **SALARY RANGE**

The salary is competitive. Housing search assistance is provided by IESEG. 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\\_5BI3hf7utcGLlit](http://ieseg.az1.qualtrics.com/jfe/form/SV_5BI3hf7utcGLlit) 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 working paper and recent teaching evaluations merged into one PDF document indicating name and reference code "**DDM19**".

**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: DDM19**