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INSEAD

## Assistant Professor of Marketing

### Description

The marketing area at INSEAD will be interviewing applicants through Skype and at this year's AMA conference in San Francisco for a tenure-track Assistant Professor of Marketing position on either the European (in Fontainebleau, France) or the Asian (in Singapore) campus. We will be interviewing:

1. Entry-level candidates who are finishing their doctoral program in the next academic year, have a strong research orientation, extensive training in theory and methodology in experimental consumer research or in modeling or in adjacent disciplines, and a clear potential to publish in the top marketing or discipline-oriented journals
1. Non-entry-level candidates who have graduated in recent years and have a strong research record along with a commitment to conducting quality future research activity.

Along with showing a strong research commitment, we expect candidates to have a true commitment to quality management education at the MBA, executive, and Ph.D. levels.

The INSEAD marketing group has strengths in consumer behavior and in analytical and empirical modeling. INSEAD ranks amongst the top ten schools in the world, based on the number of articles published in top journals including *Journal of Marketing Research*, *Journal of Consumer Research*, *Management Science*, *Marketing Science*, and *Journal of*

### Job Information

**Location:**

Other / Non-US, France |  
Other / Non-US, Singapore

**Job ID:**

36297911

**Posted:**

July 27, 2017

**Position Title:**

Assistant Professor of  
Marketing

**School Name:**

INSEAD

**Specialties:**

Marketing Management,  
Marketing Research

**Do you plan on  
interviewing at the  
Summer AMA  
Conference?:**

Yes

**Position Start Date:**

Fall 2018

*Marketing* since 2000. INSEAD faculty have been holding editorial, AE, or ERB positions for many leading journals for years and have won numerous awards, including EMAC Distinguished Marketing Scholar and three O'Dell Awards in less than 10 years.

The [Marketing Area](#) at INSEAD includes 15 tenure track faculty. Our research and teaching interests cover all aspects of marketing. We provide an excellent research environment, including generous funding, networking opportunities (through multiple, year-round international seminar series and generous support to work with co-authors in North America, Europe, and Asia), and facilities (e.g., a state-of-the-art experimental lab in Paris, <http://centres.insead.edu/sorbonne-behavioural-lab/eng/>). We have a strong Ph.D. program whose graduates have gone on to faculty positions at top schools in North America, Europe, and Asia.

As one of the world's leading and largest graduate business schools, INSEAD brings together people, cultures, and ideas to change lives and to transform organizations. A global perspective and cultural diversity are reflected in all aspects of our research and teaching. With campuses in [Europe](#) (France), [Asia](#) (Singapore) and [Abu Dhabi](#), and an [alliance with the University of Pennsylvania's Wharton School](#), INSEAD's business education and research spans three continents. Our 145 renowned [faculty](#) members from 35 countries inspire more than 1,000 degree participants annually in our [MBA](#), [Executive MBA](#), Specialized Master's degrees, and [PhD](#) programs. In addition, more than 12,000 executives participate in INSEAD's [Executive Education](#) programs each year, extending the reach of INSEAD's business education and research across three continents. More information on INSEAD can be found at [www.insead.edu](http://www.insead.edu).

We would like to invite you to email your application to [insead.marketing-area@insead.edu](mailto:insead.marketing-area@insead.edu), (Contact: Cécile Girardon - phone: +33.1.6072.4459), before June 30, 2017.

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