

Lehigh University, Department of Marketing

Position ID: [Lehigh-MKT-MKT](#) [#13973]
Position Title: Assistant Professor of Marketing
Position: Bethlehem, Pennsylvania 18015, United States
Location: [\[map\]](#)
Subject Area: [Marketing](#)
Appl Deadline: (posted 2019/07/02, updated 2019/06/28,
listed until 2019/12/28)
Position Description: [Apply](#)



The Department of Marketing in the College of Business at Lehigh University is seeking an Assistant Professor of Marketing. The starting date is Fall 2020. We are looking for a colleague who is currently an assistant professor and would have an experience of at least two years by the appointment start date. We will also consider doctoral students with an outstanding research record and who will complete the doctoral degree by Fall 2020. This is a tenure-track appointment with the possibility of a shorter tenure clock to account for the current accomplishments of experienced applicants.

The Department of Marketing is a collegial group of dedicated professionals focused on conducting research with impact, enhancing the educational experience of our students, and generating positive visibility by means of their contributions. We currently have 11 full time faculty members and a full time visiting faculty member as of Fall 2019. Please go to www.lehigh.edu/cbemarketing to learn more about our faculty and programs.

Candidates for the position must possess an earned doctorate in marketing from an AACSB or equivalently accredited university by Fall 2020. There is no restriction on the candidate's substantive research topics or methodological approaches. The salary will be competitive and commensurate with the candidate's qualification and experience.

Our faculty members have demonstrated research excellence and leadership by indicators such as top journal publications, highly cited papers, significant research awards/honors, and visibility in the media. Our faculty exhibit evidence of excellence in teaching as indicated by student feedback and peer recognition. They also have an impactful record of internal and external service contributions.

Founded in 1865, Lehigh University has combined outstanding academic and learning opportunities with leadership in fostering innovative research. The institution is among the nation's most selective, highly ranked private research universities.

Lehigh University has some 5000 undergraduates, 2000 graduate students and about 600 full time faculty members. Approximately 1700 undergraduates, 350 graduate students, and 80 full time faculty members comprise the College of Business. In addition to offerings at the undergraduate level, a flexible MBA that can be completed part time, a one year full time MBA program, Masters in Management, M.S. programs in Accounting and Information Analysis, Economics, and Analytical Finance, and an economics-based Ph.D. program are also offered. Joint programs exist between business and engineering both at the undergraduate and graduate levels. Our programs have been recognized in various rankings. Please find additional details at <https://cbe.lehigh.edu/>.

Lehigh University is located in Bethlehem, PA (population 75,000) which is in the center of the Lehigh Valley (population 800,000). Bethlehem is conveniently located near Philadelphia (60 miles),

New York City (90 miles), and Washington, D.C. (180 miles). The Lehigh Valley is economically vibrant and provides the best of urban, suburban, and rural living (low cost of living, open space, and a rich array of cultural activities in the area and nearby). Lehigh Valley International Airport, served by most major airlines, is 6 miles from campus.

Lehigh University is a 2010 recipient of an NSF ADVANCE Institutional Transformation Grant and has leveraged this grant to diversify and strengthen the professoriate in all disciplines. Read more at <http://www.lehigh.edu/luadvance/>.

Lehigh offers excellent benefits including domestic partner benefits. To find out more: <https://www.lehigh.edu/~inprv/faculty/worklifebalance.html>. Lehigh University is an affirmative action/equal opportunity employer and does not discriminate on the basis of age, color, disability, gender, gender identity, genetic information, marital status, national or ethnic origin, race, religion, sexual orientation, or veteran status. Lehigh University's document titled "Principles of Our Equitable Community" is available at http://www.lehigh.edu/~inprv/initiatives/PrinciplesEquity_Sheet_v2_032212.pdf.

Lehigh Valley Inter-regional Networking & Connecting (LINC) is a newly created regional network of diverse organizations designed to assist new hires with dual career, community and cultural transition needs. For more information, <http://www.linc-lv.com/>.

Offers of employment at Lehigh remain conditional until the successful completion of three (3) required criminal background checks. For more information see: <https://www.lehigh.edu/~inprv/faculty/Act153.html> Review of applications will begin immediately and will continue until the position is filled. To ensure full consideration, please apply before August 31, 2019. Only electronic submissions are accepted via the website <https://academicjobsonline.org/ajo/jobs/13973>. Please upload the following: (1) cover letter, (2) curriculum vitae, (3) a 3-6 page statement describing your research, teaching, service activities, and future plans, and (4) names and contact information for three references. If you have any questions, please contact the search committee chair: Professor Beibei Dong, Department of Marketing, Lehigh University, 621 Taylor Street, Bethlehem, PA 18015-3117; Email: bdong@lehigh.edu; Phone: 610-758-3439.

We will conduct preliminary interviews with candidates at the summer AMA conference at Chicago in August 2019 from the applications received by July 25, 2019. However, interview at the AMA conference is neither a requirement nor a constraint for potential applicants. We will interview candidates using appropriate video technology at mutually convenient times. We are also willing to consider alternatives to the AMA conference interviews to accommodate confidentiality needs of current assistant professors. We will do everything we can to ensure that the specific mode of preliminary interview is not a factor in the evaluation of candidates. Our goal is to obtain a large, qualified, and diverse candidate pool.

We look forward to receiving your application.

Application Materials Required:

Submit the following items online at this website to complete your application:

- Cover Letter
- Curriculum Vitae
- 3-6 page statement describing the impact of your research, teaching, and service
- Three References (actual letters acceptable but not required, just names and email addresses )

And anything else requested in the position description.

Further Info:

<https://cbe.lehigh.edu/academics/undergraduate/marketing>

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