



Assistant/Associate Professor of Marketing

The Department of Marketing at Lehigh University seeks to fill one tenure-track position at either the untenured Assistant or Associate Professor rank or the tenured Associate Professor rank to begin August 2016. This position is part of a major interdisciplinary strategic hiring initiative at Lehigh University termed Data X (<http://lehigh.edu/datax>). Data X includes not just the analysis of data, but also elements needed to gather, author, distribute, secure and visualize data in the broadest sense. Applicants must have a doctorate in marketing, computer science or a closely related field at the time of appointment. Preference is for a candidate with an interest in the area of analytics, relevant to topics such as, but not limited to, data mining, computational advertising, scalable methods, and who desire to work at the crossroads of marketing and computer science so as to contribute to the research and practice of marketing in data-rich environments. Lehigh is also hiring a complementary position in the Department of Computer Science and Engineering.

Entry-level candidates should demonstrate an interest in, and potential to conduct, high-quality research in marketing. Advanced candidates should have accomplished excellence in research in marketing demonstrated via publication in the premier marketing journals. Marketing faculty publish regularly in the premier marketing journals (e.g., *Journal of Marketing Research*, *Journal of Marketing*, *Marketing Science*). Candidates must be willing and able to contribute to, or participate in, rank-appropriate ways in teaching (undergraduate and graduate), advising, research, and committees in the department, college and university, and actively engage in the Data X initiative.

Lehigh University is focused on providing excellence in undergraduate and graduate education. The Department of Marketing has been ranked 6th in the nation in 2014 by College Factual. Lehigh's four colleges provide graduate and undergraduate education to approximately 7,000 students. Lehigh University's College of Business and Economics is ranked 31st in the 2014 *Bloomberg Businessweek's* annual undergraduate business school ranking. Candidates should be dedicated to student learning and capable of outstanding classroom performance at both the undergraduate and graduate levels.

For 150 years, 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. The College of Business and Economics is home to approximately 1,270 undergraduates, 410 graduate students, and 80 full-time faculty members. The campus is located in Bethlehem, Pennsylvania, in close proximity to both New York City and Philadelphia. The Lehigh Valley International Airport is 15 minutes from campus.

Review of applications will begin immediately and will continue until the position is filled. Interviews will be held at the American Marketing Association 2015 Summer Educators' Conference in August. Applicants should submit a curriculum vita, a letter outlining research and teaching interests and three letters of recommendation through <http://academicjobsonline.org/ajo/jobs/5675>. For additional information please contact Dr. Nevena Koukova, Department of Marketing; E-mail (nkoukova@lehigh.edu); Tel (610.758.5928) or Dr. Brian D. Davison, Department of Computer Science and Engineering; E-mail (davison@cse.lehigh.edu); Tel (610-758-3453).

Lehigh University is an equal opportunity/affirmative action employer. Lehigh offers excellent benefits including domestic partner benefits. Lehigh University also has programs and policies designed to help Lehigh faculty members balance the responsibilities of their professional and personal lives (see <http://www.lehigh.edu/worklifebalance>) and assist new hires with dual career, community and cultural transition needs (<http://www.linc-lv.com>).