



## **Maynooth University Ollscoil Mhá Nuad**

### **School of Business**

#### **Lecturer (Permanent) in: Marketing**

##### **The Role**

We are actively recruiting a Lecturer in Marketing.

Teaching in Marketing covers a wide range of modules, which can be seen on our website under each of our programs (<https://www.maynoothuniversity.ie/school-business/our-courses>). Teaching needs currently includes undergraduate and postgraduate modules. Faculty teaching assignments may vary depending on the needs of the School of Business.

The successful applicant(s) will have a proven record of teaching, research and publication, appropriate to career stage. He/she will be expected to make a strong contribution to the teaching programme of the School and undertake teaching duties on the School's undergraduate and postgraduate programmes as well as the supervision of Master's and PhD students. The appointee(s) will be expected to build a strong research profile that supports the University's research strategy including affiliating to the Research Institutes, where appropriate and working with colleagues on national and international research. The appointee will be expected to sustain and conduct research, engage in scholarship of quality and substance and generate publications of international standard.

##### **Principal Duties**

###### **Teaching:**

Undergraduate and postgraduate teaching duties are assigned by the Head of School. The duties will include:

- Teaching and assessing students at undergraduate level. This may include lecturing, tutoring, leading practical learning activities, project supervision, and setting, supervising and grading assessments;
- Teaching, supervising and assessing postgraduate students, including lecturing, leading seminars and other learning activities, supervision of student research activities, and setting, supervising and grading assessments;
- Enhancing and innovating in teaching and assessment practice;
- Contributing, as required, to the assurance and enhancement of teaching quality;
- Outreach and promotional activities and the recruitment and selection of undergraduate and post-graduate students;
- Developing and enhancing the curriculum;
- Designing and delivering of new courses.

### **Research & Scholarship:**

Building a research and scholarly profile is an essential part of an academic career. This will include:

- Conducting research and engaging in scholarship of quality and substance in the discipline;
- Generating external income or securing resources to support scholarly activity as necessary;
- Disseminating research and scholarly outcomes through: peer reviewed publication, presentation at national and international conferences, preparation of professional reports; commercialisation, or other appropriate means;
- Affiliating with a University Research Institute, where appropriate;
- Fostering links with other institutions which will benefit both research and teaching at Maynooth University;
- Integrating research into the teaching curriculum;
- Supervising research students and post-doctoral fellows.

### **Service:**

The academic staff members of the University are critical to achieving the strategic objectives of the University, and as such are required to engage in work that serves the collective strategic needs of the University. This may include:

- Administrative and service duties;
- Academic leadership of undergraduate or postgraduate programmes
- Leading or contributing to strategic projects and initiatives;
- Contributing to the internationalisation of the University;
- Outreach and engagement activities;
- Collaborative work with external partners;
- Activities to promote the University locally, nationally and internationally;
- Carrying out any other duties within the scope, spirit and purpose of a Maynooth University academic post.

### **Administrative and other duties:**

This will include:

- Undertaking administrative tasks within the School, Faculty and University as required and as assigned by the Head of School, the Dean or the President;
- Attending and serving on School, Faculty, Institute and University committees as appropriate;
- Attending courses and engaging in other activities associated with professional development as appropriate;
- Complying with all University policies.

### **The ideal candidate will have:**

- A PhD in a relevant discipline of Marketing.
- Candidates who have not yet completed their PhD but are expected to complete it shortly (by January of 2019) may be considered (such candidates will be *appointed at the level of Assistant Lecturer* and can be converted to the role of Lecturer upon attainment of PhD and requisite publications through the normal university processes);
- A strong and demonstrated commitment to research and international publication in marketing;
- A demonstrated/realised capacity for publication in international, peer reviewed journals;
- Prior experience of working in professional service firms or in a management role in industry would be advantageous but is not required.
- Experience of and a demonstrated commitment to undergraduate and postgraduate teaching, programme development and academic innovation;
- An ability to design, deliver and assess a range of modules in and outside of her/his specialist area of research interest;
- Good administrative, organisational, teamwork and communication skills;

- A capacity to and enthusiasm for working in an inter-disciplinary environment within the wider context of the School of Business and University;
- Experience of academic direction of undergraduate or postgraduate degrees;
- Experience of supervising graduate research students;
- A demonstrated track record of developing successful research funding applications;
- A productive research network and international academic experience;
- Administrative experience commensurate with managing a portfolio of teaching and research.

## School of Business

### Our Faculty and Research

The School of Business was founded in 2007. Our community includes 29 faculty and 4 staff coming from 12 countries, and a team of occasional lecturers. Together we support a student community across 10 undergraduate and five postgraduate degrees. As a community, we are guided by our mission, values and purpose (see Table 1).

### Table 1 Mission and Values of the School of Business

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| <p><b>Mission:</b></p> <p>The School of Business exists to provide students with research informed, practice engaged, solutions orientated, business and management education. We believe that persistence, resilience and humility are important in managing organisations to create sustainable value and meaningful careers. We seek to nurture these qualities in students. Our goal is to empower students to have a sustainable career in which they can create value for themselves and others, thus improving society for the betterment of all.</p> <p><b>Values</b></p> <ol style="list-style-type: none"> <li>1. Practice Engaged</li> <li>2. Research Informed</li> <li>3. Sustainable Careers and Organisations</li> <li>4. Liberal: in terms of education choices, shared language and experiences</li> <li>5. Egalitarian</li> </ol> <p><b>Purpose and Contribution</b></p> <p>We are proud to be an integrated School of Business within Maynooth University. We are here to contribute to the strategy of our university, and be a complimentary research informed, practice engaged, Business School within Ireland, Europe and the AACSB family of member Business Schools.</p> |
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Our disciplinary expertise is primarily in the areas of marketing, management (including strategy, organisational behaviour, human resource management, international business, ethics and innovation), management information systems (MIS), operations and supply chain, and equine business. 45% of our students take one of our three subjects on the BA degree, where business can be combined with a choice of 26 social science, arts, and science subjects. Our education blends research informed, practice engaged specialist knowledge, with the development of a capacity to work in inter-disciplinary settings. Students from multiple disciplines work in shared modules, developing shared life experiences and a common language of work.

Our faculty regularly publish in leading peer reviewed journals, as well as engage with practice and the wider community in providing research informed insights in their areas of expertise. Our faculty are contributing to debates in leading journals, publishing 16 papers in top ranked ABS 4 journals since 2014, and serving in leadership roles on journal editorial boards and international research organisations (e.g. Academy of Management). 81% of our faculty have published in ABS journals in the last four years, with 63% having published in top ranked ABS 3 and 4 journals.

We have experienced considerable growth in the five years: in terms of business students we have grown by 46%, our full-time faculty has almost tripled in size, our research has increased significantly in terms of quality of outlets, volume, and breadth of domain coverage. In line with our student growth and research strategies, we are recruiting an additional 5 new full-time faculty at the School of Business, including lecturers (and separately advertised full Professor of International Business).

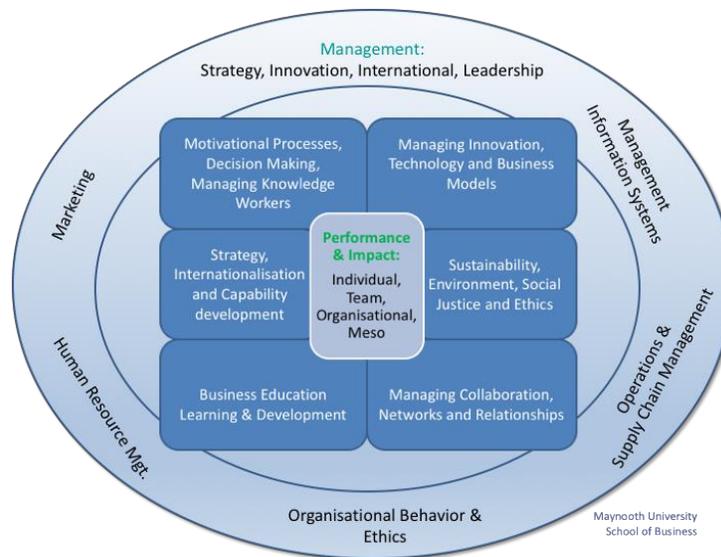
We wish to recruit research active educators who will build on our existing research capabilities and be practitioners of research-engaged and research-led teaching. Prior experience of working in professional service firms and industry would be advantageous but not required.

Our faculty have published in a wide range of peer reviewed international journals, received awards for their research in conferences (e.g. Academy of Marketing, Academy of Management, and European Academy of Management amongst others), and raised several million euros in competitive grants in the last five years (e.g. from Science Foundation Ireland and Enterprise Ireland). Our faculty actively participate in the leadership of local and international research communities and different members of our faculty have, for example, served in Journal Editorial roles, as the Program Chair of the AOM Management Education and Development division, leadership roles in the Irish Academy of Management, expert evaluators for the European Commission.

Examples of **journals** that School of Business faculty have published in the broad field of marketing include:

- European Journal of Marketing; Journal of Product Innovation Management; International Small Business Journal; Industrial Marketing Management; Journal of Advertising Research; Journal of Marketing Management; Journal of Business Ethics; International Journal of Entrepreneurship and Innovation; amongst others

For more details of the larger range of outlets we have published in and our research interests please see our website. Current research themes of faculty are captured in the below figure:



### Overview of current faculty research projects and capabilities

Our areas of strength are currently in marketing, management (including strategy, international management, innovation, leadership, general management), organisational behaviour and ethics, HRM, management information systems, operations and supply chain management.

The heart of our approach to education is to have research active faculty engaged in teaching a range of disciplines across our portfolio of undergraduate and postgraduate degrees, including our PhD programme. We encourage applicants to review the profile of faculty members for details of their individual research interests and outputs that can be found in our people section of the School of Business website (<https://www.maynoothuniversity.ie/school-business>). The research of the School is rooted in the research of our people first and foremost. Teams of researchers within the school and co-authoring relationships across the school emerge organically and with the support of the Research Office, MUSSI and internal school networking. Our faculty have been successful in obtaining significant research funding from Science Foundation Ireland, Enterprise Ireland, the IDA, and the Irish Research Council amongst other funders in the last five years.

We are proud of the diversity of conceptual lenses and methodological perspectives that our faculty bring individually and in teams to their research questions. Our focus is on the research excellence and the development of faculty research capabilities. We are open to new faculty building on our current fields of research expertise or building additional capabilities.

Our current research seeks to understand positive and negative performance and impact effects of a wide range of processes at multiple levels of analysis including individual, team, organisational and meso. Performance in our current research encompasses a wide range of outcomes including value creation for customers and citizens; financial; careers outcomes and options; service, manufacturing, logistical and process outcomes; brand engagement, purchasing outcomes; sustainability, ethical outcomes, research, science and innovation performance outcomes; amongst others. Impact includes focusing on the impact of decisions and behaviours on a wide range of outcomes that impact upon society and the planet, including ethical impacts, environmental impacts, consequences of choices of social and environmental policy, amongst others. Some of our faculty explore the complex processes of interactivity between performance and impact effects, where pressures to perform in one dimension can lead to negative impacts in other dimensions of either or both performance and impact.

Our faculty are currently focused on issues such as managing innovation, technology and business models (from strategy, behavioural, marketing, operations, management information systems, and services innovation perspectives); motivational processes, decision making and the management of knowledge workers; strategy, internationalisation and capability development; sustainability, environment, social justice (including from perspectives of gender, migration, individual, organisational, policy and societal behaviour), and ethics; and management business education, learning and development processes and efficacy, social justice (from perspectives including gender, migration, ethics, and organizational behaviour), amongst others.

### **Overview of current faculty research by discipline**

Within **marketing** our researchers are currently focused on relationship marketing, sales management, service marketing, customer relationships (on and off-line), business to business marketing; human values, identity and consumption, sustainability, customer engagement, marketing intelligence, big data and firm performance, and marketing strategy amongst other themes.

Our **strategy, international management, innovation and management** faculty explore the processes and performance consequences of collaboration and innovation activities, business model innovation, socio-psychological factors impacting performance of international business; the management of MNC subsidiaries, micro foundations of strategy and impact on firm performance, middle management perspectives of strategy implementation, capability development, ambidexterity, internationalisation of science and knowledge exchange, and the management of exploration and exploitation activities in firms amongst other themes.

Within **OB and HR**, faculty are exploring themes of knowledge management and innovation, leadership, management of careers, identity, financialisation and internationalisation, performance management systems, how ethics, values and beliefs shape how people work in organisations, ethics and sustainability, and cross cultural management amongst other themes.

Our **Management Information Systems** faculty work with the Institute of Value Innovation and Lero amongst other research groups on projects ranging from the Internet of Things, Smart Cities, data analytics, business models, open innovation, IT capability maturity processes and performance

outcomes, project portfolio management, crowdsourcing, managing multi-party collaborative networks to create new value through ICT (interaction of IT providers, corporate and public organisation users, and impact on society).

Our **Operations and Supply Chain Management** faculty are currently undertaking research about global logistics, maritime logistics, sustainable supply chains, managing trade-offs between costs and flexibility in manufacturing and management of supply chain pricing.

### **Our Approach to Education, Programs and Growth Strategy**

Our approach to education is guided by our values and mission (see table one). As a community of educators, we seek to support our students and each other in our learning journeys. New faculty are assigned an academic mentor to assist them in adapting to the education approach of the School of Business. All programmes have an academic director, whom can offer insights their degree programmes. Faculty are happy to help each other with teaching problems, share ideas about best practice, both informally and via ad-hoc teaching and learning workshops that are faculty led.

In the last four years student numbers have grown by 44% at Maynooth University School of Business, which is very significantly higher than growth other Business Schools in Ireland. Our strategy has been to focus on redesign of existing and creation of new undergraduate programs, focused on research led education and offering students a wide range of choice within Business programs and taking business in combination with subjects from humanities and social sciences.

We are currently focusing on the re-design and development of our Postgraduate programs. Our existing portfolio of management, strategy and MIS MSc degrees have been re-designed, and are currently being marketed. We are in the process of developing new MSc programs in management, marketing and a range of other areas for phased launch over the next several years. We are seeking to leverage the research and education capabilities and experience of our faculty and meet the needs of a growing market of Maynooth undergraduates as well as regional and international students. Internationalisation is particularly important for us as a community, as our faculty come from 12 nationalities and have experiences rooted in education from right across the continent of Europe and North America.

Our portfolio of business programmes is a blend of single honours undergraduate and postgraduate business degrees, double major degrees with other departments from the Faculty of Social Science, and business as a subject within the omnibus Arts degree. 2018 to 2022 is an exciting time for our School of Business. We have been building our research capacity in this area with new faculty in the last four years, which is translating into leading publications and research led teaching. We have recently launched a new Marketing degree, attracting over 200 students, whilst our new International Business degrees have attracted over 130 new students. We are in the process of developing a new suite of MSc programs in a range of management and marketing disciplines.

A distinctive feature of business education at Maynooth University is that many of our students can take one of three subjects Business Management, Marketing or International Business as part of a double major, combining the study of business with any one of over 20 other subject options including modern languages (e.g. German, or Spanish), psychological studies; humanities subjects (e.g. Music, Music Technology, English, Philosophy), social sciences (e.g. Anthropology, Sociology, Economics), or sciences (e.g. computer science or mathematics). Students learn the basics of management (including all major functional and strategic aspects of business and innovation as well as general, international and strategic management modules and specialist option modules). Many students transfer into single honours Business programs from their second year onwards, including our Business Management, Marketing and Equine Business degrees.

Our single honours degrees include our largest program, namely, Business and Management, and a suite of other degrees in Marketing, International Business, Equine Business, Business and Accounting, Law and Business. These degrees are structured to offer students insights into the foundational principles and the functional and strategy applications of their discipline, with all our degrees offering a management dimension over all years. Students also have the opportunity to take a one-year industrial placement or a study abroad year.

Our current suite of taught postgraduate degrees, including our MSc in Strategy and Innovation, MSc degrees in IT Enabled Innovation and an MSc in Business and Management. Each of these have innovation, international business and strategy teaching and research opportunities. From these core programs we will be building a suite of new MSc programs, including programs that build our philosophy of choice and flexibility for students in their choices of modules and modes of delivery. Finally, we have a PhD program focused on the areas of research interest of our faculty.

## The University

Maynooth University is one of the four constituent universities of the National University of Ireland and in 2017 was placed in the global top 50 universities under 50 years old in the Times Higher Education World University Rankings. Formally established as an autonomous university in 1997, but tracing its origins to the foundation of the Royal College of St. Patrick in 1795, Maynooth University draws on a heritage of over 200 years' commitment to education and scholarship. It is located in the University town of Maynooth, 25km from the centre of Dublin, Ireland's capital city.

The University is a modern institution - dynamic, research-led, engaged, and grounded in the traditions of liberal education. With more than 11,000 students, Maynooth is Ireland's fastest-growing university, yet we retain a collegial campus culture that is central to our ability to bring significant interdisciplinary expertise to bear in tackling some of the most fundamental challenges facing society today

Maynooth University is embarking upon a new and exciting phase with the development of the *University Strategic Plan 2018-22*, with a vision to consolidate the international reputation of Maynooth University "*as a university known for outstanding teaching, excellent research, a global outlook, effective engagement with the society we serve, and our distinctive approach to the challenges facing modern higher education.*"

The plan builds on the successes of the *University Strategic Plan 2012-17*, which set seven strategic goals for the university:

- to offer students an outstanding university education, the best available in Ireland, an education which challenges and supports all students to achieve their full potential, and prepares students for life, work and citizenship, and for complexity, diversity and change;
- to be recognised as playing a leading international role and being the clear national leader in a number of thematic areas of research that address the major societal challenges of the 21st century;
- to achieve a step change in our international activities, doubling the number of international students on campus and doubling the number of domestic students spending time abroad, in order to create a truly intercultural and multilingual institution;
- to strengthen our engagement with all stakeholders through sustained partnerships with enterprises, communities, civil society and public bodies, to build support for the mission of the university, to serve the needs of society, and to open new opportunities for research and learning;
- to maximise our unique and distinctive contribution to the national system of higher education through a set of purposeful and sustained strategic partnerships at regional and national level, and to extend our international reach through a network of global partnerships;
- to be an excellent place to work, known for a collegial ethos which empowers all staff to contribute fully to the development of the university;
- to enable the achievement of ambitious strategic objectives in challenging circumstances through careful planning, excellent services and infrastructure, and sound governance and management.

The University has distinctive institutional strengths in six thematic priority areas:

- Human Cultures, Experience & Creativity;
- Humanities in Practice: Sources, Resources & Discourses;
- Human Health;
- Mathematics, Communications and Computation;

- People, Place and Environment;
- Social and Economic Transformations.

## Faculty and Research Institutes

The Faculty of Social Sciences comprises the School of Business; Departments of Design Innovation; Economics, Finance & Accounting; Adult and Community Education; Anthropology; Applied Social Studies; Education; Geography; Law; Sociology; the Froebel Department of Primary and Early Childhood Education; and International Development. Collectively we are members of the Maynooth University Social Sciences Institute (MUSSI), which provides shared research services and an environment supportive of funded research projects and inter-disciplinary research. The role of the Faculty is to co-ordinate the academic activities of individual departments, to oversee the strategic development of departments, and to support interdepartmental programmes. The University has also developed a number of interdisciplinary institutes to support excellent research and to build research capacity across disciplines. The Faculty of Social Science is particularly active in the People, Place and Society, and the Social and Economic Transformations, which includes Business Innovation, thematic research areas.

## Selection and Appointment

- Only shortlisted candidates will be invited to attend for interview;
- Candidates invited for interview will be required to make a brief presentation; the topic and format of which will be given to shortlisted candidates;
- Appointments will be approved by the President based on the report of the selection board;
- It is anticipated that interviews will be held starting the week of 28 May 2018 through to 5 June;
- The appointment is expected to be effective from 1 September 2018. Appointments after this time will be considered where candidates are suitable and subject to negotiation with School of Business.

## Terms and Conditions

The appointment will be made at Lecturer level, of which there are two grades: Lecturer and Assistant Lecturer. To be appointed at the Lecturer level, the successful candidate will have a strong record of research, publications, teaching and academic leadership. Candidates whom have not completed their PhD prior to commencement will be placed on the Assistant Lecturer level. Transfer between Assistant Lecturer to Lecturer is possible at the point of the three-year performance review, where the PhD is completed and satisfactory research, teaching and service has occurred.

The University will make a permanent appointment where the preferred candidate has an established track record in research and teaching; where it is in the best interests of the university, the post may be filled on a fixed-term contract basis.

## Salary

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|---------------------------------|-----------------------------------|
| Lecturer (Post 1995*):          | €52,326 – €82,267 p.a. (7 points) |
| Assistant Lecturer (Post 1995*) | €33,148 - €58,179 p.a. (14 point) |

Appointment will be made in accordance with the Department of Finance pay guidelines.

\*New entrants to the public sector will be appointed on the first point of the Lecturer (Post 1995) payscale.

## **Application Procedure**

Please ensure that you USE THE FOLLOWING REFERENCE '**Lec\_Marketing**' in the subject line of your application email.

Please note applications should be made by sending the following information as **ONE single attachment** (either in PDF or word format) incorporating all of the below required information:

- A Curriculum Vitae, including all qualifications and experience, and a covering letter addressing your interest and suitability for the role;
- The names, email addresses, correspondence addresses and telephone numbers of three referees whom the University may contact.

Once attachment is compiled please send your single document application to [recruitment@mu.ie](mailto:recruitment@mu.ie)

The completed application documents should be forwarded by email to arrive no later than **midnight, Sunday, 6<sup>th</sup> of May 2018**. Late applications will not be accepted.

**Maynooth University is an equal opportunities employer**

**The position is subject to the Statutes of the University**