

Assistant or Associate Professor of Marketing Analytics

[Montclair State University](#) in New Jersey

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Date Posted September 20, 2019

Employment Type Full-time

IMPORTANT APPLICATION INSTRUCTIONS:

- **Upload Resume or Curriculum Vitae** for automatic population of information to the application.
- The contact information, work experience, and education listed on your Resume/CV will be parsed and input into your Montclair application.
- **Review information** and double-check all fields containing information that the system parsed – the software is intelligent, but you need to verify that the data is accurate.
- In the “**My Experience**” section, you will find a Resume/CV upload option where you can submit your cover letter and all other supporting documents.

Job Description

The Feliciano School of Business at Montclair State University invites applications

for one full-time tenure track faculty position in Marketing Analytics with an interest in Digital Marketing at the Assistant or Associate Professor level, starting September 1, 2020. Qualified candidates must hold a Ph.D. in Marketing with specialization in Marketing Analytics, Marketing Science, or Quantitative Marketing or a related field (or be expected to complete their Ph.D. by August 2020), exhibit potential to publish in high-quality journals, and have teaching experience. Applications are encouraged from marketing scholars with research interests in quantitative marketing modeling/analytics and/or digital marketing and related teaching experience. The selected candidate will be expected to teach courses at both the undergraduate and graduate levels, such as Marketing Analytics, Marketing Research, Retail Analytics, Social Media and Digital Marketing Analytics. The candidate selected will also be expected pursue scholarly research leading to publications in peer-reviewed journals, serve on department, school, and university-level committees, advise students, and participate in curriculum review and development activities.

The Department of Marketing offers a BS in Business Administration with concentrations in Marketing, Retail Merchandising and Management, and International Business. The department also supports the MBA Program with two concentrations, Marketing and Digital Marketing and offers a fully online Graduate Certificate in Digital Marketing. The Feliciano School of Business subscribes to WRDS information services so marketing scholars will have access to ComScore data among others and Salesforce Social Studio. Faculty in the department are collegial and active in a wide range of research. As a progressive department, faculty are actively involved in ongoing curriculum development to keep pace with changing market environment that our students face as they start or rejuvenate their professional careers. The department has a rich portfolio of programs and we seek candidates who can be effective teaching across all programs.

The Feliciano School of Business is accredited by AACSB International at both the undergraduate and graduate levels. It offers a BS in Business Administration (ten concentrations), BS in Accounting, BA in Economics, MBA (nine concentrations,

cohort based model), MS in Accounting, MS Business Analytics degree programs and several graduate level certificates. In fall 2015, the Feliciano School officially opened a new 143,000-square-foot, six-story, high-tech, interactive learning environment for their 3,500 undergraduate and graduate students. Among the building's many noteworthy features are a 3-D printing innovation lab, a Social Media Listening Center powered by Salesforce's Social Studio, a Financial Resource Center with multiple Bloomberg terminals, interview rooms for corporate recruiting, state-of-the-art classrooms and computer labs, a 150-seat lecture hall that may be used for public events as well as classes, collaborative spaces for networking, team building and group study and market research/analysis labs. The Ellyn A. McColgan Student Services Center provides undergraduate students with integrated and individualized academic advisement and career placement programs from admission to graduation, and graduate students with support and resources for career development. The school also incorporates the Feliciano Center for Entrepreneurship, which fosters an entrepreneurial mindset and nurtures an extensive community of followers through innovative, interdisciplinary programs and events. The Feliciano School of Business is highlighted in The Princeton Review's Guide to the Best 295 Business Schools.

Nearly 105 full-time faculty and 35 staff members bring an impressive range of expertise to the School, with terminal degrees and advanced training from leading universities. The Feliciano School of Business is committed to enhancing its reputation and engagement with the business community while raising its scholarly profile, and dedicates substantial resources to support faculty research and development.

Qualifications:

Qualified candidates must hold a Doctorate in Marketing with specialization in Marketing Analytics, Marketing Science, or Quantitative Marketing or related fields (or be expected to complete their doctorate by August 2020), exhibit potential to publish in high-quality journals, and have teaching experience. Preference will be

given to qualified candidates who have publications in peer-reviewed journals and/or a strong research pipeline, delivered presentations at national and/or international conferences, demonstrated excellence in teaching evidenced by peer and student evaluations, have experience and/or interest in teaching and curricular development in on-line or hybrid formats, and demonstrated evidence of the ability to build relationships with business partners. Candidates with professional experience through consulting or corporate roles may also apply.

SALARY RANGE

Dependent upon qualifications.

STARTING DATE

September 1, 2020

Cover letter addressed to:

Dr. Patralli Chatterjee

Chair, Department of Marketing

APPLY BY

Screening starts immediately and continues until the position is filled.

Department

Marketing

Position Type

Faculty

Contact Information:

Questions or concerns can be directed to the Human Resources division at 973-655-5000 or emailed [talent @montclair.edu](mailto:talent@montclair.edu)

EEO/AA Statement

Montclair State University is an Equal Opportunity/Affirmative Action institution with a strong commitment to diversity.

Additional information can be found on the website at

www.montclair.edu/human-resources/about-us/eo-aa-and-diversity/



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Montclair State University

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Montclair State University in New Jersey

How To Apply

You can apply for this position online at https://montclair.wd1.myworkdayjobs.com/en-US/JobOpportunities/job/Montclair-NJ/Assistant-or-Associate-Professor-of-Marketing-Analytics_R1001064