

## Assistant Professor - Marketing

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| <b>Institution:</b> | San Jose State University                |
| <b>Location:</b>    | San Jose, CA                             |
| <b>Category:</b>    | Faculty - Business - Marketing and Sales |
| <b>Posted:</b>      | 08/24/2018                               |
| <b>Type:</b>        | Full Time                                |



San Jose State University

San Jose, California

**ANNOUNCEMENT OF POSITION AVAILABILITY**

**LUCAS COLLEGE AND GRADUATE SCHOOL OF BUSINESS**

***Subject to Budgetary Approval***

**SPECIALIZATION:** Marketing

**JOB OPENING ID:** 24709

**RANK:** Assistant Professor, tenure track

**DEPARTMENT:** Marketing and Business Analytics

**SALARY:** Commensurate with qualifications and experience

**STARTING DATE:** August 2019

**ELIGIBILITY:** Employment is contingent upon proof of eligibility to work in the United States.

**QUALIFICATIONS:** Focus is on potential for excellence in teaching and research in several of the following areas in Marketing and Business Analytics: Market Research, Marketing in Technology Industries, Service Dominant Logic, Business-to-Business Marketing, Marketing in New Media, Marketing Analytics, Social Media Marketing, or New Venture Marketing. Teaching assignments will be at the undergraduate and graduate levels. Applicants should demonstrate awareness of and sensitivity to the educational goals of a multicultural population as might have been gained in cross-cultural study, training, teaching and other comparable experience.

All applicants should have the following qualifications:

- Possession of a doctorate in Marketing or a discipline appropriate for courses taught, prior to start date.
- A record that shows the potential to conduct high quality research and publish in peer-reviewed journals on cutting-edge, rigorously examined topics.
- A commitment to interact effectively with the business community in Silicon Valley.
- Demonstration of potential for teaching excellence.
- Demonstration of an ability to work in a collegial atmosphere as part of a team.
- Possession of excellent communication and interpersonal skills.

**ACADEMIC ASSIGNMENT:** The ability to teach a variety of marketing courses at the undergraduate and graduate level is preferred. Research active faculty typically teach 9 semester hours (equivalent to 3 classes) per semester. Research and scholarly activities leading to publications in peer-reviewed journals are required. Research support is provided. Service to the university, college, and department is also expected.

**CONSULTING AND APPLIED RESEARCH:** Located within the heart of the "Silicon Valley" and less than an hour's drive of San Francisco, a major world trade and financial center, opportunities are available for consulting and applied, field-based research.

**THE DEPARTMENT:** The Marketing and Business Analytics Department has over 30 faculty members (17 Tenured or Tenure-Track). The department serves approximately 1100 undergraduate students with concentrations in Marketing and in Business Analytics. We also oversee the General Business concentration. The department website is [www.sjsu.edu/mktba](http://www.sjsu.edu/mktba).

**THE COLLEGE:** The Lucas College of Business has an enrollment of about 5,300 undergraduates and about 350 students in graduate programs. The undergraduate and graduate programs are accredited by the AACSB International.

**THE UNIVERSITY:** This position is an excellent opportunity for scholars interested in a career at an institution that is a national leader in graduating URM students. SJSU has achieved both HSI (Hispanic Serving Institution) and AANAPISI (Asian American and Native American Pacific Islander Serving Institution); 40% of our student population are first-generation and 38% are Pell-qualified. As a result, we rank #4 nationally in increasing student upward mobility. San Jose State University is California's oldest institution of public higher learning. The University ranks among the top 200 schools nationwide for total research and development expenditures. The campus is located on the southern end of San Francisco Bay in downtown San Jose (pop. 1,000,000), hub of the world-famous Silicon Valley high technology research and development center. Many of California's most popular national, recreational, and cultural attractions are conveniently close to San Jose. A member of the 23-campus California State University (CSU) system, San Jose State University enrolls approximately 30,000 students, a significant percentage of whom are members of minority groups. The University is committed to increasing the diversity of its faculty so our disciplines, students, and the community can benefit from multiple ethnic and gender perspectives.

**RESPONSIBILITIES:** Candidate must address the needs of a student population of great diversity--in age, cultural background, ethnicity, primary language and academic preparation--through course materials, teaching strategies, and advisement.

**APPLICATION PROCEDURES:** The College continues an ongoing recruitment process, with appointments beginning in August 2019. For full consideration, submit a letter of application, curriculum vitae, statement of teaching interests and philosophy, statement of research interests and philosophy, and three original letters of reference with contact information by **September 18, 2018** to <https://apply.interfolio.com/53793>

For questions, please contact Dr. Joseph Giglierano by email at [joseph.giglierano@sjsu.edu](mailto:joseph.giglierano@sjsu.edu).

**Please include Job Opening ID (JOID) on all correspondence.**

San Jose State University is an Affirmative Action/Equal Opportunity Employer. We consider qualified applicants for employment without regard to race, color, religion, national origin, age, gender, gender identity/expression, sexual orientation, genetic information, medical condition, marital status, veteran status, or disability. This policy applies to all San Jose State University students, faculty, and staff as well as University programs and activities. Reasonable accommodations are made for applicants with disabilities who self-disclose. Note that all San Jose State University employees are considered mandated reporters under the California Child Abuse and Neglect Reporting Act and are required to comply with the requirements set forth in CSU Executive Order 1083 as a condition of employment.

A background check (including a criminal records check) must be completed satisfactorily before any candidate can be offered a position with the CSU. Failure to satisfactorily complete the background check may affect the application status of applicants or continued employment of current CSU employees who apply for the position.

The latest San Jose State University Safety 101 Uniform Campus Crime and Security Report is available. You may request a copy of San Jose State University's annual safety report by contacting the University Police Department at (408) 924-2222 or by visiting the University Police Department website at (<http://www.sjsu.edu/police>.)

## APPLICATION INFORMATION

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**Contact:** San Jose State University

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**Online App. Form:** <https://apply.interfolio.com/53793>

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Apply through Institution's Website

