

POSITION ANNOUNCEMENT

Assistant Professor (Marketing Analytics/Social Media/Strategy/Product Management) Department of Marketing Southern Illinois University Carbondale

Position: One tenure-track Assistant Professor position; start date August 16, 2019

Minimum Qualifications: Earned doctorate in Marketing or related field from an AACSB-accredited university by the effective date of appointment. If all requirements for the doctorate have not been completed by August 15, 2019, a one-year term appointment at the rank of Instructor, at a lower salary, will be offered. Applicants must have a specialization or strong scholarly interest in Marketing Analytics/Big Data. Additional interests in Digital/Social Media Marketing, Product Management, and Marketing Strategy are desirable. Applicants must have: 1) potential to produce quality scholarly research publications (established record of publication preferred) in top tier journals in the field; 2) teaching experience or interests at the undergraduate and graduate levels in marketing data analytics, with additional expertise or interest desirable in the areas of marketing strategy, social media marketing or mobile marketing.

Duties: Maintain an active program of research publishable in leading journals. Teach undergraduate and/or graduate level courses (typical teaching load for research-active tenure-track faculty is six credit hours (2 courses) per semester). Advise and mentor graduate students; engage in appropriate service to the Department, College, University, and profession. Serve on dissertation committees.

General Information: The Southern Illinois University Carbondale College of Business is accredited by The Association to Advance Collegiate Schools of Business (AACSB, visit the website at <http://www.aacsb.edu>) at both the undergraduate and graduate levels. We have approximately 1,000 undergraduate and 200 graduate students. We offer Bachelor of Science undergraduate academic degree programs in our departments of Management, Finance, Marketing and our School of Accountancy. We offer graduate academic degrees in Master of Business Administration, Master of Accountancy, and a PhD in Business Administration. Please visit our website at <http://www.business.siu.edu>. The University is located in Carbondale, Illinois, approximately one hundred miles southeast of St. Louis, Missouri. The University has an average enrollment of approximately 14,000 students and is a Carnegie Doctoral/Research institution.

Application Deadline: September 17, 2018, or until filled.

Application Procedure: Applicants should submit a letter of application; curriculum vita; evidence of AACSB-accredited university-level teaching experience; names, addresses, phone numbers, and email addresses of three references; and a sample of current research to MKTGsearch@business.siu.edu or by post mail to (electronic submission, with all attachments in pdf format is preferred):

Search Committee Chair - John Fraedrich
Department of Marketing - Mail Code 4629
SIU Carbondale
1025 Lincoln Drive

Carbondale, IL 62901

SIU Carbondale is an Affirmative Action/Equal Opportunity Employer of individuals with disabilities and protected veterans that strives to enhance its ability to develop a diverse faculty and staff and to increase its potential to serve a diverse student population. All applications are welcomed and encouraged and will receive consideration.