

TOULOUSE BUSINESS SCHOOL (TBS)  
Toulouse, France

## Position of Assistant or Associate Professor in Digital/Data driven Marketing

To develop its reputation for excellence in research and high-quality teaching, the Marketing Department at TBS invites applications for a Permanent Position.

Candidates are strongly encouraged to apply as soon as possible as review of applications will begin immediately, and continue until the position has been filled.

### JOB QUALIFICATIONS:

For this position, we are specifically looking for candidates whose research and teaching interests are related to **digital/data-driven marketing, i.e. SEM & SEO, e-commerce, m-commerce, omnichannel, artificial intelligence and decisional algorithms with a strong quantitative and data driven/empirical approach to research.**

The successful candidate will have a PhD, the ability to teach in any program, and the potential to publish in leading academic journals. Submissions to/publications in top tiered international refereed journals are required. The research pipeline will also be considered for both the junior and the senior candidates.

Our favorite candidate will have excellent teaching skills and will be capable to teach digital/data driven/AI and marketing approaches at different levels, from bachelor to Master's and MBA levels.

Candidates must be able to teach in English. Ability to speak and teach in French will also be appreciated, although not mandatory.

### ABOUT THE SCHOOL:

Toulouse Business School (TBS) is one of the major French business schools, whose excellence is recognized by the three accreditations by AACSB, EQUIS and AMBA. It is increasingly international with 40% of foreign resident faculty. TBS offers salaries aligned to the top business schools in Europe and our Faculty enjoys highly competitive research incentives from TBS Research Center.

The School has five campuses: Toulouse, Barcelona (Spain), Casablanca (Morocco), Paris and London (UK) with a total of 4,100 students. Its core "Grande École" Program delivers a Master in Management, with several Marketing specializations offering a double degree combining the Master's degree to an MSc. There are also several specialized Master's programs dedicated to marketing, Big Data, ... a Bachelor in Management, an MBA program, and an Executive program.

Toulouse is a culturally lively, dynamic and vibrant city in the South West of France, and TBS offers excellent working conditions.

More information about TBS Research Center and more specifically the Social and Innovation Marketing research lab can be found at the following link: <http://www.tbs-education.fr/en/faculty-research/research-tbs/tbs-research-centre/social-innovation-marketing>

More information on the TBS Faculty at the following link: <http://www.tbs-education.fr/en/faculty-research/faculty>

LES 3 ACCRÉDITATIONS INTERNATIONALES

## APPLICATION PROCEDURE:

Candidates interested in applying for this position are invited to send **application materials listed below**:

- A cover letter;
- A complete *Curriculum vitae* with educational background, teaching experience, list of publications and research pipeline;
- Copies of their last representative research papers;
- Teaching evaluations;
- Three letters of recommendation (appreciated for junior candidates) or the names of three referees.

All these documents must be compiled into **one single** electronic PDF file.

**Please send your application file by email to: [faculty.jobs@tbs-education.fr](mailto:faculty.jobs@tbs-education.fr)**

**Closing date for the receipt of applications: February 1<sup>st</sup>, 2019.**

**As mentioned above, the applications will start being reviewed and the process will continue until the position is filled.**

## CONTACT PERSONS:

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