

TOULOUSE BUSINESS SCHOOL (TBS)
Toulouse, France

Position at the Assistant or Associate Professor level in **MARKETING**

Data Driven Marketing

In view of the continuous expansion and interest towards the most recent advances in marketing, to develop its reputation for excellence in research and high quality teaching, the Marketing/ International Business Department at TBS invites applications for a Permanent Position in Data Driven/Digital Marketing, open at the Assistant or Associate Professor level.

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 interests are related to **data-driven marketing, i.e. SEM & SEO, e-commerce, m-commerce, omnichannel, 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 ability and will be capable to teach digital marketing approaches at different levels, from bachelor to MBA levels.

Depending on the candidate's profile, the ability to teach in English is mandatory. Ability to speak and teach in French will also be appreciated, although not mandatory.

ABOUT THE SCHOOL:

Toulouse Business School (TBS), historically ESC (*École Supérieure de Commerce de Toulouse* founded in 1903 by the Toulouse Chamber of Commerce and Industry), was one of the first French business schools to obtain the three accreditations by AACSB, EQUIS and AMBA.

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 a Marketing Major and several Marketing specializations in M2. There are also several specialized Master programs (MSc and Masters, several of which dedicated to marketing, Big Data, aviation... 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 can be found at the following link: <http://www.tbs-education.fr/en/faculty-research/research-tbs/tbs-research-centre/marketing-communication-networks>

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

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

Closing date for the receipt of applications : OCTOBER 20th 2017.

As mentioned above, review of applications will begin immediately and continue until the position has been filled.

CONTACT PERSON:

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