

Assistant/Associate Professor - Marketing

Institution: [University of Massachusetts Lowell](#)
Location: Lowell, MA
Category: Faculty - Business - Marketing and Sales
Posted: 06/03/2014
Application Due: Open Until Filled
Type: Full Time

General Summary of Position: The Manning School of Business (MSB) at the University of Massachusetts Lowell is seeking a new tenure-track Assistant or Associate professor in Marketing. The preferred fields of specialization are: new product development, global marketing, marketing analytics, sustainability marketing, and social media marketing. Also of interest is some combination of marketing research, business-to-business marketing, e-marketing and services marketing. Faculty members regularly earn teaching load reductions for the publication of high quality research. The teaching load for research productive faculty members can be as low as 2/2 per academic year. Ample opportunities are available to become involved in research and instructional activities and develop productive partnerships with other units of the University, industry and with colleagues from other institutions and countries. Classes are taught on-campus, online and, increasingly, abroad.



Located 30 miles northwest of Boston, UMass Lowell has over 16,000 students and is one of the largest public universities in Massachusetts. The MSB has over 2,500 undergraduate and graduate students and is accredited by the AACSB-International. Classes are taught on-campus, online and, increasingly, abroad. The School strongly supports the faculty to further enhance their research productivity and build program offerings at all degree levels. The successful applicant will have the opportunity to participate in (1) the growth and delivery of new academic programs such as our new Ph.D. program with specializations in international business, leadership and organizational behavior, entrepreneurship, finance, accounting and MIS, (2) the growth of our Master of Business Administration, Master of Science in Innovation and Technological Entrepreneurship, and undergraduate Marketing and Entrepreneurship programs, and (3) ongoing initiatives undertaken in research, instruction and outreach.

This position is contingent upon funding.

The University of Massachusetts Lowell is committed to increasing diversity in its faculty, staff, and student populations, as well as curriculum and support programs, while promoting an inclusive environment. We seek candidates who can contribute to that goal and encourage you to apply and to identify your strengths in this area.

Minimum Qualifications:

- Completed doctorate with an emphasis on Marketing from an AACSB-International accredited business school (must have completed doctorate by the date of appointment or August 2015)
- Evidence of ongoing scholarly publication in Marketing and other related fields
- The ability to work effectively with diverse groups

- Teaching experience at the graduate or undergraduate levels

Preferred Qualifications:

- A record of teaching effectiveness at the graduate and/or undergraduate levels
- Experience supervising and advising graduate students.
- Industrial or corporate business experience
- Commitment to develop and sustain an externally funded research program
- Excellent interpersonal skills and ability to speak and write English clearly
- Experience in teaching online or web-enhanced courses

Special Instructions:

- Cover Letter (should include) detailing research interests and accomplishments; teaching interests, experience and philosophy; and professional background
- Sample of Scholarly Work/Publication: Samples of recent publications
- Evidence of Teaching: (e.g., student course evaluations, department Chair reviews, teaching awards, student testimonials, etc.)
- Names and Contact information for three references: Should include position title, employing organization, mailing and e-mail addresses ***Do not send recommendation letters

**Members of the search committee may be interviewing candidates at the 2014 AMA Summer Educators' Conference.

To ensure full consideration, applications should be received by

Initial review of applications will begin immediately and continue until the position is filled. However, the position may close when an adequate number of qualified applications are received.

Salary: Commensurate with experience

Application Information

Contact: University of Massachusetts Lowell

Online <https://jobs.uml.edu/applicants/Central?quickFind=53629&jtsrc=www.higheredj>

App. Form: <obs.com&jtrfr=www.peopleadmin.com&adorig=PA>

More Information on University of Massachusetts Lowell

[Institutional Profile](#)

[Current openings](#) for University of Massachusetts Lowell on HigherEdJobs.

[UMass Lowell Home Page](#)

[UMass Lowell Human Resources Home Page](#)

[Job Opportunities at UMass Lowell](#)

[City of Lowell, MA Info](#)

The University of Massachusetts is an Equal Opportunity/Affirmative Action Title IX, H/V, ADA 1990 Employer and Executive Order 11246, 41 CFR60-741 4, 41 CRF60-250 4, 41CRF60-1 40 and 41 CFR60-1,4 are hereby incorporated.