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Subject: Tenure track positions at the Lazaridis School of Business and Economics

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Message from ACR-L listserv

Tenure Track - Marketing

The Marketing area of the Lazaridis School of Business & Economics at Wilfrid Laurier University, Waterloo, Ontario invites applications for **two** tenure-track Marketing faculty positions at the assistant professor level, starting July 1, 2017. Qualifications for this position include a Ph.D. in Marketing or a related discipline by the date of appointment or up to one year after. The successful candidates will be expected to: develop and maintain a productive research agenda that complements the profile of our Marketing Area; provide effective teaching to undergraduate and MBA students, and potentially, in the PhD and MSc. programmes; participate in service to the university and the profession. We will consider candidates with interest in any area of Marketing, with a preference for research and teaching interests in one or more of the following areas: B2B Marketing, Data Analytics, International Marketing, Marketing Communications, Marketing Strategy, Sales, and Social Media Marketing.

The Lazaridis School of Business & Economics has over one hundred full-time faculty and more than five thousand undergraduate and graduate students on campuses at Waterloo and Brantford, and locations in Toronto. As of July 2016, the Marketing Area consists of 14 tenured or tenure-track faculty and a number of talented adjunct lecturers. The full-time faculty include a Tier II Canada Research Chair, Lazaridis Research Chair, and a Brand Communications Chair. The faculty maintain an active research profile publishing in top tier journals (*Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, International Journal of Research in Marketing, and Marketing Science among other top journals*), and hold competitive research grants and editorial positions at academic journals. We were recently ranked as the #2 Marketing program in Canada by LinkedIn.

Waterloo, Ontario is a highly innovative and dynamic region. It is the home to a number of leading high technology firms, insurance companies and educational/research institutions (e.g. University of Waterloo, the Balsillie School of International Affairs and the Perimeter Institute for Theoretical Physics). Laurier's undergraduate and graduate business programs have been accredited by the AACSB. For more information, please visit <http://www.wlu.ca/sbe>.

Applicants should send a letter of application, a curriculum vitae, a 1-2 page statement of current and prospective research and teaching interests, reprints of recent papers, and should arrange for at least three academic referees to submit reference letters to mktptac@wlu.ca at the time of application. All applications must include the **Position Number 2016-11**, and should be addressed to:

Dr. Peter Carayannopoulos
Associate Dean of Business: Faculty Development & Research
Lazaridis School of Business & Economics
Wilfrid Laurier University
Waterloo, Ontario, N2L 3C5

Email: MKTPTAC@wlu.ca Electronic applications are encouraged.

Deadline for applications is July 30, 2016.

Wilfrid Laurier University is committed to employment equity and values diversity. We welcome applications from qualified women and men, including persons of all genders and sexual orientations, persons with disabilities, Aboriginal persons, and persons of a visible minority. All qualified candidates are encouraged to apply; however, Canadians and permanent residents will be given priority. In accordance with the requirements of the Department of Immigration, Refugees, and Citizenship Canada, the successful applicant will be required to prove they are legally able to work in Canada.

Members of the designated groups must self-identify to be considered for employment equity. Candidates may self-identify, in confidence, to Dr. Peter Carayannopoulos (contact details above). Further information on the equity policy can be found at https://www.wlu.ca/page.php?grp_id=2465&p=10545

The Lazaridis School of Business & Economics wishes to thank all applicants for their interest. All nominations and applications shall be reviewed and considered under a set of criteria established by the Search Committee and a short list of candidates shall be interviewed. Only those applicants selected for the short list will be contacted.

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