

ASSISTANT PROFESSOR IN QUANTITATIVE/DIGITAL MARKETING

The Questrom School of Business at Boston University anticipates an opening for a tenure-track Assistant Professor in Marketing with an emphasis on quantitative/digital marketing. Pending Provost budgetary approval, the anticipated start date for this faculty position is July 1, 2024.

The Marketing Department at the Questrom School of Business is building a strong group of faculty with expertise in all aspects of marketing. Multiple hires represent a strategic focus for the School and are intended to fuel cross-departmental and cross-university research initiatives.

Prospective candidates must have demonstrated the ability to produce original and innovative scholarly work of the highest possible quality with impact in the top academic journals. Faculty will be expected to teach a variety of undergraduate and graduate courses in analytics and contribute to cross-disciplinary curriculum development activities; ties to industry and access to datasets will be a plus. The Questrom School of Business offers generous research and teaching support.

The Marketing department believes that the cultural and social diversity of our faculty, staff, and students is vitally important to the distinction and excellence of our research and academic programs. We are especially eager to have join our ranks a colleague who supports our institutional commitment to ensuring BU is inclusive, equitable, diverse, and a place where all constituents can thrive. The Questrom School of Business seeks to continue diversifying our faculty, student and staff ranks, recognizing that diversity of experience and thought deepens the intellectual endeavor. Boston University is an institution with a rich tradition dedicated to inclusion and social justice. We are proud that we were the first American University to award a Ph.D. to a woman and of our record of inclusiveness.

Required Credentials

We seek candidates with a PhD in Marketing or related fields, whose research leverages their deep expertise in quantitative marketing, and have experience working with large datasets and/or field experimentation.

How to Apply

Interested candidates **should not apply through the Boston University HR website**. Candidates are encouraged to send application details to mktjobs@bu.edu and include the following:

1. "Assistant Professor – Quantitative/Digital Marketing" in the email subject line
2. A cover letter stating interest and qualification
3. A *curriculum vitae*
4. Three letters of recommendation
5. Representative publications
6. A statement of where you saw this notice (e.g. the conference name, website, colleague, etc.)

Applications will be reviewed on a rolling basis until the position is filled, for a July 1, 2024 start.

BU conducts a background check on all final candidates for certain faculty and staff positions. The background check includes contacting the final candidate's current and previous employer(s) to ask whether, in the last seven years, there has been a substantiated finding of misconduct violating that employer's applicable sexual misconduct policies. To implement this process, the University requires a

final candidate to complete and sign the form entitled "Authorization to Release Information" after execution of an offer letter.

We are an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, age, national origin, physical or mental disability, sexual orientation, gender identity, genetic information, military service, pregnancy or pregnancy-related condition, or because of marital, parental, or veteran status. We are a VEVRAA Federal Contractor.

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