



FACULTY POSITION IN MARKETING ANALYTICS AT CATÓLICA-LISBON SCHOOL OF BUSINESS AND ECONOMICS, PORTUGAL

Católica Lisbon School of Business and Economics (CATÓLICA-LISBON) invites applications for **a full-time tenure track Assistant Professor position in the Marketing group** starting in September 2024. Applicants should have completed or be expected to complete their PhD degree until the end of 2024. Preference will be given to applicants with a quantitative marketing or marketing analytics focus. **Seasoned Assistant or Associate Professors** interested in applying will also be considered in the search at their appropriate level.

Priority consideration will be given to applications received **by July 31, 2023**, but applications will be accepted until the position is filled. We will be interviewing candidates via ZOOM and follow up with fly-outs for personal contact with the group, University, and city.

Position Requirements

CATÓLICA-LISBON is a research-focused institution. Tenure-track faculty are expected to maintain a research program targeted at top-tier journals in their field. CATÓLICA-LISBON provides support to do so. Salary is competitive with top universities in Europe, the school provides funding for research-related activities, including travel to international conferences and data acquisition. Teaching requirements for tenure-track positions are modest and scheduled with the goal of allowing ample research time.

Top candidates for an assistant professorship appointment should demonstrate the potential to publish in top-tier marketing journals. Candidates for advanced assistant or associate professor positions should have a strong research track record in top journals, excellence in teaching, and the ability to add to the research reputation and productivity of the group. Top candidates should have a strong quantitative marketing or marketing analytics background, and fluency in using one or more programming platforms, such as R, Python, Julia, MatLab. Expertise in gathering public, online information via webscraping or analysing big B2B or B2C data is also valued.

Católica Lisbon School of Business and Economics (CATÓLICA-LISBON)

CATÓLICA-LISBON is a leading European business school, committed to research production at the highest level, to excellence in promoting leading scholars and developing outstanding graduates for high-level careers. Our faculty members are committed to develop high impact research. Our programs are internationally

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recognized: within Europe we are a top 30 business school, our Lisbon MBA and our Master in Management are top 25. In the world we are top 17th for our Masters in Finance and top 23rd for Executive education in the FT Rankings. The increasingly international character of the school is reflected in our faculty, student body, and international accreditations. Since 2008, CLSBE has had the “triple crown” of international business school accreditations: AACSB, EFMD, and AMBA. Our programs are entirely taught in English to an increasingly international student body.

Faculty and Research Environment

[CATÓLICA-LISBON](#) provides a vibrant research environment. The core research faculty consists of more than 40 tenure-track members, with doctorates from top North American (including MIT, NYU, CMU, UCLA, Columbia, Yale, Arizona, Stanford) and top European (including, LBS, LSE, Tilburg University, RSM Erasmus, INSEAD) programs. The faculty body includes nationals from Belgium, Brazil, France, Germany, Greece, Italy, Ukraine, Bolivia and The Netherlands (

The [Marketing group at CATÓLICA-LISBON](#) is composed of international faculty with a strong research focus. The team is very much research oriented, having publications in top journals in the field (e.g. Journal of Consumer Research, Journal of Consumer Psychology, Journal of Marketing, Journal of Marketing Research, among others). It has been mainly a behavioral research group so far, but it is aiming to expand its expertise into modelling and analytical areas of research.

The marketing faculty are welcome to use the research tools of CATÓLICA-LISBON's [Behavioral Insights Unit](#), such as the Laboratory for Experimental Research in Economics and Management (LERNE), and the Online Research Panel (PEO). Faculty from CATÓLICA-LISBON are affiliated to [CUBE- the research unit of CATÓLICA-LISBON](#). This research center has been rated consistently as Excellent by Portuguese and international panels. It provides ample support for organizing seminars, hosting and visiting co-authors, external scholars, data collection, attendance to conferences.

Living in Lisbon

[Lisbon](#) has been ranked as one of the top 3 cities in the world in terms of lifestyle. It is a thriving cultural hub with a vibrant restaurant scene, diverse artistic activities and sporting events, good public transportation, historic architecture, among the best weather in Europe, a public healthcare system, and easy access to world-class beaches. Lisbon has recently been ranked as one of the safest [capital cities in Europe](#). [CATÓLICA-LISBON](#) is located 4.5 km from the city center.

Application Procedure

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In order to receive full consideration, applicants should send a cover letter, CV, three letters of recommendation (for junior profiles), and samples of written work (application materials should be submitted via e-mail). Priority will be given to applications received by July 31, 2023. Review of materials begins immediately upon receipt. Submissions will be accepted until the position is filled.

Additional information can be obtained from:

Faculty Recruitment Department (internationalrecruit@ucp.pt)

Professor Daniel Fernandes (daniel.fernandes@ucp.pt) (head of the search committee)

Professor Fernando Machado (fmachado@ucp.pt)

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