

# **Nova SBE: Appointment of Professor of Marketing**



A community  
dedicated to the  
development  
of talent and  
knowledge that  
impacts the world.

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# Appointment of Tenured Associate and Full Professor of Marketing

## CONTENTS

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Welcome to Nova SBE - A message from the Dean	4
Shall we expand our horizons? - A message from our Faculty	5
Appointment of Professor of Marketing	6
Leading Expertise: Our Marketing Group	8
A School of Business and Economics... and so, so much more	10
Life at Nova: Lisbon & Cascais	12

# Welcome to Nova SBE

A message from the Dean



At Nova SBE, we firmly believe in the unstoppable nature of change. Our world is in a constant state of transformation, and it is our responsibility to adapt and thrive in this dynamic environment. In these challenging times, we envision our school excelling in research and propelling forward the internationalization process, ensuring that Nova SBE remains at the forefront of academic excellence.

Our vision is rooted in the firm belief that our faculty will drive the change to come. We are committed to staying ahead of the curve, continuously engaging in groundbreaking research, and fostering a culture of innovation. With an exceptional faculty and a strong reputation, we aim to train and nurture successful leaders who will contribute to an open, sustainable, and inclusive world.

For over 40 years, Nova SBE has embraced this belief and has been a beacon of excellence and innovation. Our faculty members have been pioneers in their fields, conducting cutting-edge research and relentlessly pursuing personal and professional development. Our programs are designed to empower students, enabling them to discover their true potential, cultivate the necessary skills, and develop the mindset that breeds achievement. We are proud to see our graduates embark on careers of personal success and societal impact.

What truly sets Nova SBE apart is our supportive community. It extends beyond our staff and faculty to include our esteemed alums and external institutions that share our passion for knowledge and talent development. Together, we have created a nurturing environment where impactful knowledge is cultivated and talent is enhanced, making a difference that reverberates across the globe and society at large.

As we have done in the past, tomorrow will be a space where ideas and ideals can naturally and safely flourish for the public good. It will continue to be the best place for young (in spirit) minds and kind spirits to develop and grow with boldness. Our unwavering commitment to providing knowledge and enhancing talent will remain steadfast and freely shared with those who seek it.

Tomorrow, just like yesterday, we are open to you. Together, we are dedicated to making all of this happen here at Nova SBE. Join us as we shape a future that inspires, embraces change, and redefines excellence in research and internationalization.

**Pedro Oliveira**  
Dean of Nova SBE

# Shall we expand our horizons?

A message from our Faculty



We, Nova SBE's faculty, are passionate professionals and committed lifelong learners, driven by a spirit of collegiality and freedom. We truly adhere to our school's values of rigour, impact, vanguardism, connectivity, and worldliness.

Our school was built by bold entrepreneurs that dared to dream big. Their achievements proudly inspire us to imagine brighter futures, to resiliently search for new knowledge, and to energize and empower the leaders that will transform society in a meaningful way.

In four decades we have grown from a small group of economists to a diverse body with different specializations and worldviews, determinant to set the school as a proud triple crown institution ranked among the best in the world.

We are aware of our responsibility in our community and the world. Our research sets new pathways to policy makers, regulators, business ecosystems, and society. All of our actions are driven by a deep ethical commitment to build a sustainable future with our stakeholders.

We are recognized for our active research, presence in powerful global networks, and outstanding learning journeys deeply connected to practice. We are in a moment of transformation that includes more flexible employment, disruptive strategy, and consolidation of internal processes. To seize the opportunities brought by this moment, we will drive our performance to increase excellence, impact, innovation, and academic leadership.

We consciously embrace the challenging times ahead. The audacious ambition of building a school for the future in a smart campus, the digital disruptions that change the experience of research and learning, the emerging academic areas we strive to develop, the ambiguity and uncertainty of our common future. We welcome it all with hope.

The energy that drove our founders will feed our actions and open our minds and hearts to the world and the future ahead.

**Miguel Ferreira**  
Vice Dean of Faculty and Research



# Appointment of Professor of Marketing

2024/2025



Nova SBE seeks to appoint tenured faculty in the Marketing Area. Appointees will be strong researchers in the fields of marketing, publishing in top journals with global impact.



Appointees will be considered to the ranks of Associate and Full Professor. They should be willing to work in a top-school with values of rigour, impact, vanguardism, connectivity, and worldliness.

Being open to the world is very important to us. Our Professors are willing to develop their activities in an international environment that extends far beyond the walls of our campus.

We are recognized by our connection to researchers in large networks and for worldwide impact that extends from Europe to Africa, the Americas, and Asia. We aim at this openness and reach in our research, our teaching and by engaging with governments, industries, businesses and society.

We believe that strong scholarship begins in a long-term commitment to self-development and requires a collaborative environment in which faculty feels supported in highly demanding tasks. Thus, we search for high potential faculty and in addition to traditional research structures, we offer additional resources via our Knowledge Centers.

At Nova SBE, appointees for senior ranks are international scholars with a proven record of excellence, impact, and leadership. They establish bold research agendas that aim to change the world of management and create more responsible practices. They often also secure grant applications and develop international collaborations with top universities and societal players around the world.

## RESEARCH & TEACHING

Our faculty have the full support of the school (time and resources) to dedicate themselves to research and to publishing in top journals with academic and societal impact. We expect faculty to:

- Develop top impactful research, published in world- leading international journals;
- Collaborate in the Ph.D. program and Knowledge Centers' projects;
- Further expand the research networks;
- Develop courses, deliver teaching, and supervise tasks for undergraduate and graduate programs.

Senior appointees also:

- Mentor junior faculty members;
- Collaborate in the development of a strong research agenda for their area;
- Raise research funding from public agencies and private sponsors;
- Develop academic leadership by actively participating in the decision-making processes of the school, and develop relationships with local, national, and international communities.

## ACADEMY-SOCIETY ENGAGEMENT

Nova SBE promotes the active participation of senior faculty in executive education, and engagement in knowledge co-creation with government, industries, financial systems, businesses, and society, through the development of action research, specialized studies, and consulting services.

We endeavour to secure endowed Chairs, to be offered as incentives to senior professors responsible for developing their field. Chaired professors are responsible for developing quality research often with interdisciplinary approaches, and disseminate and connect research outputs with business and societal players.

## TERMS OF EMPLOYMENT

Faculty careers are organized around a tenure system with substantial probation periods that protect researchers from early termination, so that they feel secure to develop impactful projects with long-term outputs.

Tenure and career progression are granted by a collegial body that represents all tenured faculty (Scientific Council). Compensation is competitive with top European schools and rewards outstanding research.

Salaries are complemented with research budgets, variable components, benefits, generous vacation days (22 working days/year) and a sabbatical leave, full paid, after 6 years of full-time dedication.

International and Portuguese faculty living abroad may benefit from a lower tax rate (IRS flat rate - 20%) according to the Portuguese tax code.

## Leading Expertise

The Marketing Group



*António Marinho Torres, Arash Laghaie, Carmen Lages, Catherine da Silveira, Daniela Schmitt, Irene Consiglio, Luís Lages, Luís Martinez, Natalie Truong Faust, Pedro Gardete, Sofia Kousi*

The Marketing Faculty is recognized by its outstanding international performance and paves the way to a deeper understanding of marketing-related topics.

All faculty have experience abroad and the vast majority holds a PhD from top international universities.

We highly support the development of junior faculty, through mentoring, exchanges, and university-wide programs. All faculty is sponsored to attend top international conferences and encouraged to participate in development networks.

Outstanding faculty may also apply to visit international institutions for one semester under a sponsored fellowship.

### KNOWLEDGE CENTERS & LABS

Nova SBE's Knowledge Centres (KC) and Laboratories (LAB) are a core element of Nova SBE's mission, as they enable faculty members, staff, and partners to integrate fundamental and applied research and coordinate efforts towards knowledge co-creation and innovation in specific fields that are strategic to the future of the School.

KCs allow several faculty members to develop joint activity towards a clear integration of different steps in the knowledge development process, from fundamental to applied research, science outreach and communication, teaching, and advisory and consulting services.

The Behavioural Lab provides ideal conditions in which research, experiments, and measurement are performed, leading to the development of research data and creative ideas, frameworks, products, and services.

## Top notch research projects with worldwide reach

We hold a regular Marketing seminar series featuring worldwide renowned experts on Consumer Behaviour and Quantitative Marketing topics.

Our group habitually publishes in top Marketing journals, including the Journal of Consumer Research, Journal of Marketing Research, Management Science, Marketing Science, and Quantitative Marketing and Economics.

Our faculty regularly attends and presents in academic conferences around the world as well as in research seminars in other academic institutions.

Junior faculty focus their time on research activities and have access to mentoring resources provided by the school.

## Teaching & Engagement connected to relevant players

Our group promotes the engagement of faculty and students with industry and practitioners. Faculty members are regularly invited to present at leading international firms.

Faculty can supervise team-based work, with a problem solving in a consultancy-like project or research approach to empirical questions. It is part of the academic program of the Nova SBE Masters' students. Examples of projects include experimental projects in consumer behaviour, market research exercises, conjoint analysis, as well as collaborations with organizations looking for solutions to real-world issues.

Our student-led Nova Marketing club partners with enterprises, start-ups and charity foundations to undertake marketing and strategy consulting projects.

The Nova Social Consulting club offers pro-bono consulting services to NGOs and Social Enterprises, allowing them to understand and be closer to the Portuguese social ecosystem.



# A School of Business and Economics... and so, so much more

developing knowledge and talent that impacts the world



## A REFERENCE FOR EXCELLENCE

Founded in 1978, Nova SBE is one of the leading business schools in Europe and the most prestigious Portuguese school in economics, finance, and management.

Our Undergraduate, Masters, Ph.D., and MBA programs are taught in English, and we also offer bilingual Executive Education programs. Nova SBE's values are:

**Rigor.** Excellence in all School activities, from students' admissions to academic analysis, research and School management.

**Impact.** Commitment to transform the world in responsible and inclusive ways.

**Vanguardism.** Frontier-testing attitude, innovative mindset open to disruption.

**Connectivity.** Responsibility for establishing bonds with society and external stakeholders to engage as a global and supportive community.

**Worldliness.** Striving to experience other cultures and engaging in cross-cultural synergies with an open attitude that enhances diversity in all its dimensions.

Triple crown accreditation, universal business school 5 palmes, and member of leading international alliances.



One of the top schools in rankings from Financial Times and Eduniversal.

### 2022/2023 Financial Times Ranking Positions

- #24 European Business School Rankings
- #11 Masters in Finance pre-experience
- #15 Masters in Management
- #16 Executive Education Custom Programs
- #29 Executive Education Open Programs

## An extended community connected and open

Today our faculty, students, staff, alumni, and corporate partners connect in a powerful ecosystem in which research and innovation can truly transform society.

The researchers in our school seldom work alone. They are members of international networks, travel regularly to present their work in leading events, hold positions on the editorial boards of leading journals, and produce multiple award-winning publications each year.

Our core faculty represents more 26 nationalities and is regularly invited to speak at top schools around the world.

Teaching activities in our school are also complemented by visiting faculty from top international schools, experts from global consultants and high-quality executives from our corporate partners.

We develop worldwide talent with a universe of 40 % of our students being internationals representing more than 60 nationalities, and over 25 student-led clubs that organize more than 100 events each year, such as conferences, debates, and trips.

The Alumni network includes over 19 000 people in 65 countries, engaged with the school in events as speakers, and with current students as mentors.

Our corporate partners represent the largest global companies in the world and the smallest start-ups, that use our incubator to grow. You can count on our partners to develop robust knowledge and impactful projects.

## An innovation lab research in a vibrant ecosystem

Knowledge and Activation Centers develop our academic areas and offer pioneering research and innovation:

- Data Science
- Economics for Policy
- Education
- Environmental
- Finance
- Health
- Leadership for Impact
- Novafrica
- Open and User Innovation
- Value Creation Wheel

Our school gathers the best contents in management sciences and organizes international conferences, weekly seminars, summer schools, and regular exchanges with international partners.

The Ph.D. programs engages more than 90 young researchers willing to work with faculty in innovative projects.

The MSc programs engage students that develop their thesis in consulting labs with a direct connection to the corporate world, supervised by faculty.

Spillovers from this dynamic environment create opportunities for robust research with high relevance to business and society.



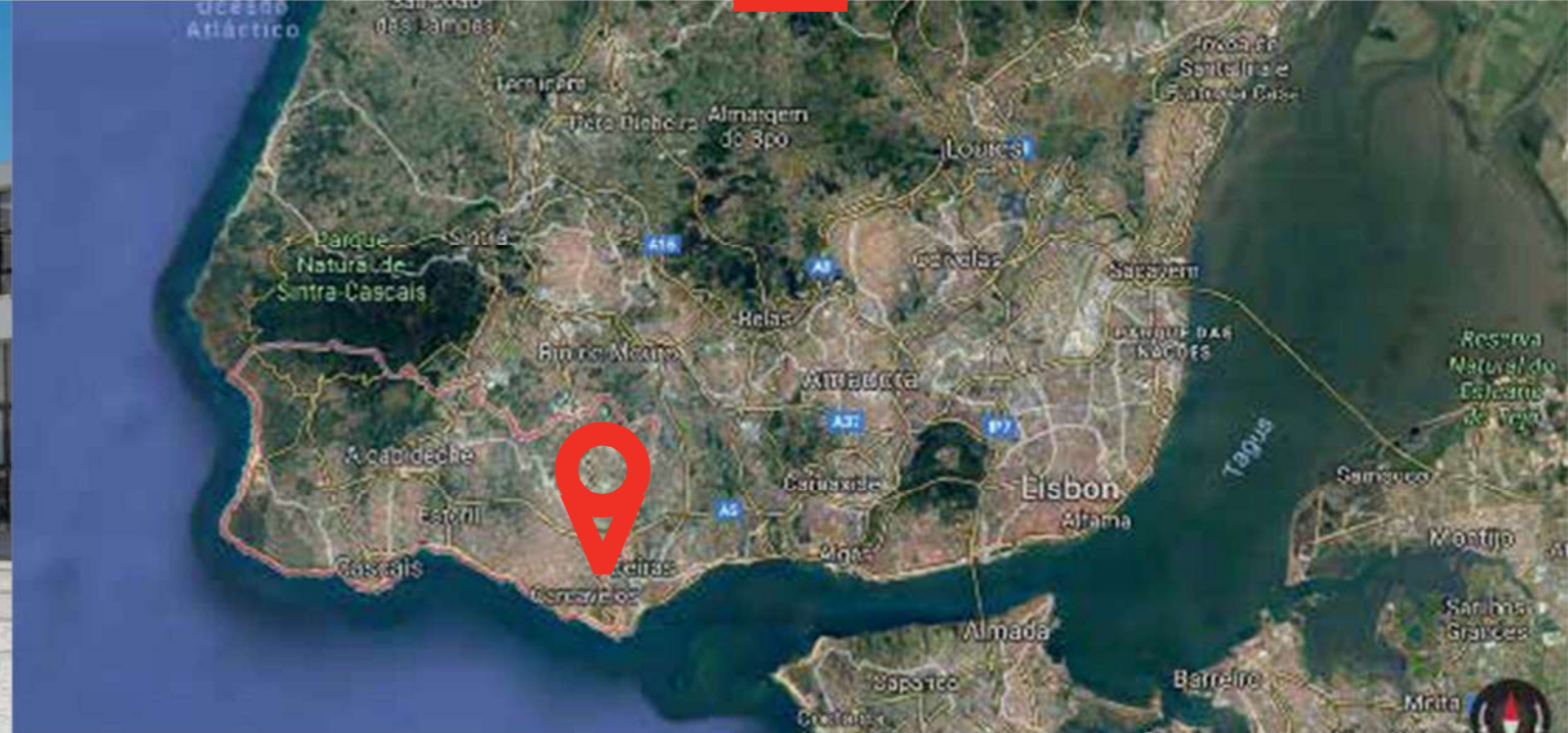
# Life at Nova

An open campus in a vibrant place that connects the world



# Lisbon & Cascais

A BISI place: bright, international, smart, inspiring



We have built a home for a growing community, with the strong support from private partners.

Boasting 90 000 m<sup>2</sup>, the new campus stands out as an idyllic scenario for a research and learning experience like no other.

For researchers, it hosts data labs, experimentation rooms, and a permanent invitation to societal players that share case studies and open interviews to include in open science strategies.

For learners it includes 55 classrooms, 26 amphitheatres, and a large inviting 24h open student hall.

Our school is also a platform open to the community with state of the art technology, a startup accelerator, an innovation lab, co-working spaces, an exquisite Alumni club, a modern library, a health center, a gym, a food court, stores and services to support students and faculty, and an open passage to the beach.

**Nova SBE is a welcoming and supportive community that embraces diversity. You will find here a culture open to the world with a new generation of changemakers.**

**NETWORKING:** A meeting point to connect diversity in fruitful co-creation: international researchers, students, companies, and the broader community.

**COLLABORATIVE LEARNING:** The best future for human and machine interaction with new approaches focused on interaction and collaborative learning.

**A GREAT PLACE TO LIVE:** Cozy inside and sunny outside, it benefits from fantastic weather and inspires everyone with a clear horizon of endless possibility.

Our campus connects Lisbon and Cascais, with a sunny window to the converging forces of a river and an ocean in coastal Europe.

This converging point has always been at the center of innovation. It inspired bold, resilient efforts to connect the world, it drove innovative ventures to explore the beyond, it developed strong mathematics and science to empower explorers and pioneers. It is a clear horizon of blue sky and water.

Researchers, innovators, and entrepreneurs feel at home here. Lisbon and Cascais host a myriad of international organizations and start-ups that created a global environment of expatriated workers and global trotters.

In the last years, these cities have attracted significant investments in technology and innovation, with a focus on organizations that connect science, business, and society.

- SAFEST CITY IN EUROPE
- COMFORTABLE FOR ENGLISH SPEAKERS
- WELCOMING FOR EXPATRIATED WORKERS AND FAMILIES
- 70% SUNNY DAYS
- COASTAL LIFESTYLE
- OUTDOOR ACTIVITIES
- RICH HISTORY AND CULTURE OPEN TO DIVERSITY AND CREATIVITY
- GATEWAY TO THE PORTUGUESE-SPEAKING WORLD
- A CONNECTING HUB FOR EUROPE, AFRICA, AND THE AMERICAS