

## **Assistant / Associate Professor in Digital and Data Driven Marketing**

Company:  
**Audencia**

Location:  
**France / Nantes**

Discipline:  
**Digital and Data Driven Marketing**

Employment Type:  
**Full-time, non-fixed term contract**

Posted:  
**2022-11-09**

Contact Person:  
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### **Assistant /Associate Professor in Digital and Data Driven Marketing** **Position reference MKT23-AAddd-AKA**

Audencia (<https://www.audencia.com/>) invites applications for a position as Assistant/Associate Professor in Digital and Data Driven Marketing. The position is for a full-time, non-fixed term contract based in Nantes.

#### **Position requirements**

We are looking for applicants for a position in Digital and Data Driven Marketing to enrich our teaching and research portfolio in 'Digital and Data Driven Marketing' disciplinary area. Applicants should hold a PhD.

In accordance to the school's strategic development plans, we particularly welcome applications from candidates with research expertise in Predictive and/or Prescriptive Data Modelling with an emphasis on ML/DL research methods. However, candidates with other methodological expertise are also encouraged to apply. Successful track record of obtaining external research/industry funds along with social impact driven project work will also be taken into account. Successful candidate must have a strong research agenda and be able to demonstrate their ability to publish in high-impact peer reviewed international journals.

Applicants must be able to demonstrate teaching and pedagogical excellence in advanced data analytics and data science for marketing at UG and PG level. Previous teaching experience in English is mandatory and being able to teach in French is advantageous, but not essential.

#### **Position overview**

The new faculty member will join our Marketing Department, consisting of 24 core faculty members. The Marketing Department is highly reputed internationally within the business schools, with a diverse portfolio of academics and researchers. Our research, pedagogy and citizenship initiatives are developed on 'Marketing Reinvented' theme to tackle the evolving challenges resulting from the new industrial revolution.

The department has strong strategic research and pedagogical agendas in 4 key areas - 'Consumer

Centricity', 'Marketing and Society', 'Digital and Data Driven Marketing', 'Transformation of Retail'. The Marketing Department is also a strong driving force within the new pioneering ecological and social sustainable school of thought – Gaïa. The department is rapidly expanding with four pioneering MSc programmes to launch in 2024.

Our research active colleagues regularly publish in top tier journals including International Journal of Research in Marketing, Journal of Service Research, Journal of Interactive Marketing, Journal of Business Research, European Journal of Operational Research, Psychology and Marketing, Marketing Letters, Journal of Advertising Research, Computers in Human Behaviour, Journal of Travel Research etc. Marketing Department colleagues also benefit from regular visit and mentorship from high profile academics and journal editors representing Journal of Consumer Research, Psychology and Marketing etc. The department also holds strong collaborative research relationships with reputed Russell Group universities across the UK.

There are a number of benefits attached to the contract including an individual research or pedagogical budget, the possibility to apply for additional internal funding opportunities, performance-based bonuses and family medical coverage.

## **The School**

Audencia is triple accredited (AACSB, EQUIS and AMBA) and one of the leading European and French business schools. The school offers a wide range of programs including Bachelors, BBAs, the MS Grande Ecole, MScs, MBA, Executive MBA, European Master in Management, Doctorate and Executive Education Programmes, with 161 core faculty members from 36 countries. The school is very dynamic, has grown significantly in the most recent years and will continue to do so with new positions opening in the future.

Audencia fosters both high-level research and high-level pedagogy and has a workload model that allows faculty to place emphasis on either of the two.

## **Environment**

The school has campuses in France and abroad. This position is primarily based in Nantes but the successful candidate must also be willing to teach in Paris.

Nantes is just 2 hours away from Paris by train, serviced by an international airport. The eclecticism of its landscapes and architecture, its dynamism and the diversity of its cultural events, along with the quality of the environment which won it the label of European Green Capital, regularly places Nantes at the top of the best cities to live in. In addition to its pleasant environment (vineyards, royal castles, rivers, the sandy Atlantic coast...), the city also boasts a rich economic and industrial identity. As the 6th largest city in France, the metropolitan region of Nantes is number two in the country in terms of job growth. In 2022, more than 55 803 companies are housed in the city.

## **Application**

Candidates should send a cover letter, a recent curriculum vitae including a detailed list of publications, recent teaching evaluations, and contact information of three referees by e-mail to: Prof. Thibaut BARDON, Associate Dean for Faculty: [faculty-recruitment@audencia.com](mailto:faculty-recruitment@audencia.com).

Please quote reference **MKT23-AAddd-AKA** in the subject line of your email.

**Review of applications will begin on 15th November 2022 and will continue until the position is filled.**

## **For more information**

Marketing Head of Department: Prof. Ronnie Das, [rdas@audencia.com](mailto:rdas@audencia.com)

Marketing Head of Research: Prof. Linda Lemarie, [linda.lemarie@audencia.com](mailto:linda.lemarie@audencia.com)

Audencia Marketing Department: <https://faculte-recherche.audencia.com/en/departments/marketing/>

Discover Nantes area attractiveness: <https://www.youtube.com/watch?v=i8OvnohnWpo>

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