

Assistant / Associate Professor in Marketing, Specialised in Sustainable Luxury

Company:
Audencia

Location:
France / Paris

Discipline:
Marketing, Specialised in Sustainable Luxury

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

Posted:
2022-11-09

Contact Person:
If you wish to apply for this position, please specify that you saw it on AKADEUS.

Assistant /Associate Professor in Marketing, Specialised in Sustainable Luxury **Position reference: MKT23-AAlux-AKA**

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

Position requirements

We are looking for applicants for a position in marketing, specialised in Sustainable Luxury to enrich our teaching and research portfolio in 'Consumer Centricity', 'Marketing and Society' and 'Transformation of Retail' disciplinary areas. Applicants should hold a PhD.

In accordance to the school's strategic development plans, we particularly welcome applications from candidates with research expertise in Sustainable Luxury, Business Ethics and CSR. Successful track record of obtaining external research/industry funds along with social impact driven project work will also be taken into account. Applicants must demonstrate their ability to publish in high-impact peer reviewed international journals.

They shall be able to demonstrate teaching and pedagogical excellence in Marketing, Sustainable Luxury and Consumption at UG and PG level. Course development and course management experience in relevant subject area is necessary. 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. The Marketing Department colleagues also benefit from regular visit and mentorship from high profile academics and 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 Paris.

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. Please quote reference **MKT23-AAIux-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

Marketing Head of Research: Prof. Linda Lemarie, linda.lemarie@audencia.com

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

Contact Person:

If you wish to apply for this position, please specify that you saw it on AKADEUS.