

# Assistant, Associate, or Full Professor in Artificial Intelligence and Digital Marketing

Company:

**EDHEC Business School**

Location:

**France / Lille**

Discipline:

**Artificial Intelligence and Digital Marketing**

Employment Type:

**Permanent Full-time**

Posted:

**02/09/2024**

Contact Person:

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

## Assistant, Associate, or Full Professor - Artificial Intelligence and Digital Marketing

### POSITION

To participate in the continuous development of the EDHEC programs, EDHEC Business School ([www.edhec.edu/en](http://www.edhec.edu/en)) is recruiting an Assistant, Associate, or Full Professor of Marketing with a specialization in Artificial Intelligence and Digital marketing. This position requires a strong track record in research. The successful candidate is expected to actively teach in EDHEC bachelor and master programs, and to fully participate to the EDHEC agenda in Pedagogical Innovations by implementing innovative and active learning approaches.

Location will be on the Lille campus.

### ABOUT OUR SCHOOL

EDHEC Business School is one of Europe's leading business schools and a member of the select group of institutions worldwide to have earned all three international academic accreditations (AACSB, EQUIS, AMBA). For its strategic development, EDHEC has chosen to look ahead to 2050 because of the key significance of this deadline. Reducing carbon emissions, protecting biodiversity, reducing inequalities, providing universal access to

education: 2050 is a pivotal year for humanity. The generation of 2050 will live in a radically different world depending on the shifts made in the coming decades. In order to maximise its societal impact, EDHEC has organised its plan around three main strategic areas: rethinking business models in the service of the common good (I), the need to educate students to transform (II) and accelerating the deployment of climate finance (III). Our "Generations 2050" strategic plan is supported by an investment of €270 million, including €112 million for the development of the 90,000 m<sup>2</sup> Share & Care campuses.

## **ABOUT THE DEPARTMENT**

Our marketing department comprises both junior and senior scholars who publish in top-tier academic journals. We organize one or two research workshops annually, inviting researchers from around the globe. We are a highly supportive group, collaborating on research projects and courses.

## **QUALIFICATIONS**

- Ph.D. degree
- Evidence of publications in top-tier international journals
- Demonstrated ability to teach in academic programs at graduate and undergraduate level
- High capacity to develop pedagogical innovation
- Energy, dynamism, conviction, open-minded, team-player
- Desire to actively engage in all areas of faculty life
- Personal and professional ethics
- Excellent communication skills
- High level of fluency in English
- Ability to teach in French is a plus (but not compulsory)
- Visibility in the media is a plus
- Good academic and/or professional network is a plus
- Ability/experience in blended learning and/or e-learning is a plus

At EDHEC, we put diversity at the heart of our practices and know the value of building an inclusive and equitable workplace. Passionate about making an impact on society, we aim to build a team of colleagues representative of the diversity in our communities, and thus strongly encourage all people to apply.

Candidates interested in applying for this position are invited to send a cover letter, a resume, a list of publications, a list of classes taught (and evaluations) and the names and contact information of two referees at [Recrutementsprofs3@edhec.edu](mailto:Recrutementsprofs3@edhec.edu).

Inquiries can be addressed to Marie-Cecile CERVELLON, Head of the Marketing Department, at [marie-cecile.cervellon@edhec.edu](mailto:marie-cecile.cervellon@edhec.edu).

Applications will be considered until the positions are filled or February 28, 2025.

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