

# Associate or Full Professor in Marketing

Company:

**Audencia**

Location:

**France / Nantes**

Discipline:

Employment Type:

**Permanent Full-time**

Posted:

**05/09/2024**

Contact Person:

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

## Associate or Full Professor in Marketing

**Position reference MKT24-AFPb-AKA**

Audencia <https://www.audencia.com/> invites applications for a position as Associate or Full Professor in Marketing. The position is for a full-time, permanent contract based in Nantes.

### Position requirements

The new senior faculty member will join the Marketing Department at Audencia, enriching our departmental and disciplinary growth within the school. Applicants should hold a PhD., and be able to demonstrate teaching, research and academic leadership in marketing discipline. Successful candidate must have a track record of pedagogical leadership in programme development, programme management and external engagement. Further seniority in terms of department leadership, people and process management is highly advantageous. Excellent communications skills in English are mandatory and being able to communicate in French is an advantage, but not essential.

In accordance to the school's strategic development plans, we are open to applications from research active candidates, in addition to candidates with significant industry experience. Research active candidates must demonstrate their ability to publish in internationally recognised peer reviewed journals. Candidates with significant industry experience must demonstrate their ability to publish case studies.

### Position overview

The new faculty member will join our Marketing Department, consisting of 27 core faculty members. The Marketing Department is highly reputed internationally recognised department

within the business school 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 expanding with four pioneering MSc programmes to launch in September 2024.

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.

In order to be considered for this role, the following skills are desirable:

- Demonstrate strong academic experience in marketing discipline along with evidence of high quality teaching
- Demonstrate pedagogical leadership in terms of teaching innovation, teaching delivery, course development, programme development, programme management etc.
- Demonstrate research excellence and willingness to engage in delivering impact driven scientific and non-scientific output
- Experienced in supervising Master's thesis
- Experienced in (or have the potentials of) leading a department, implement school policies at the department level, people and process management. (desirable skill)
- Willingness to participate in various school related management and administrative committees
- Experience of working collaboratively and demonstrate leadership within a multi-disciplinary team
- Willingness to engage with external stakeholders and partner institutions in enhancing the school's reputation

## **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 172 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 successful candidate must also be willing to teach across campuses.

Nantes is just 2 hours away from Paris by train, serviced by an international airport. The eclecticism of its landscapes and architecture, its dynamic industries and the diversity of its cultural events, along with the quality of the environment which won it the label of European Green

Capital, have regularly placed 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 amongst the most dynamic (number three in terms of economic attractiveness around energy shift). In 2023, more than 43 637 companies are housed in the city.

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

## **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 & Research: [faculty-recruitment@audencia.com](mailto:faculty-recruitment@audencia.com).

**Please quote reference MKT24-AFPb- AKA in the subject line of your email.**

Review of applications will begin immediately and will continue until the position is filled.

## **For more information:**

Associate Dean for Faculty & Research: Prof. Thibaut BARDON, [tbardon@audencia.com](mailto:tbardon@audencia.com)

Audencia Marketing Department:

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

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