

# Clinical Professor or Professor of Practice (Marketing)

Company:  
**HEC Paris**

Location:  
**France / Paris**

Discipline:

Employment Type:  
**Permanent Full-time**

Posted:  
**20/09/2024**

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

The HEC Paris Department of Marketing is seeking applications for a full-time Education Track Faculty (ETF) position, with a start date of September 2025. ETF faculty positions at HEC Paris are comparable to Clinical Professor or Professor of Practice positions. ETF faculty are expected to teach across the HEC Paris graduate and professional programs, which may include online teaching. ETF faculty are also expected to participate extensively in university service, including new course development and program coordination.

English is the primary language used on our campus, not only among faculty but also in the classroom, as most courses are offered in English.

## **MINIMUM QUALIFICATIONS:**

- D.B.A. or Ph.D. in marketing or related field
- Record of outstanding teaching at the university level
- Record of high-quality teaching in MBA, EMBA, and Executive Education programs

## **PREFERRED QUALIFICATIONS:**

- Ph.D. in marketing or related field
- A track record of, or potential for, producing high-quality research and publications in respected, peer-reviewed marketing or business journals (e.g., FT50)
- A track record of, or potential for, producing highly valued publications beyond

academic journals (e.g. best-selling books, widely-read blogs)

- Proven academic leadership skills (e.g., experience in program coordination)
- Experience in using innovative teaching methods such as digital tools
- Expertise in one of the following areas is a plus: Sustainability, AI, B2B, Sales
- Relevant professional experience demonstrating the ability to link theory with practice in teaching and research
- Ability to teach courses in French (although almost all courses are offered in English, some Executive Education programs must be taught in French)

HEC Paris has been consistently ranked among the top schools in Europe for the last decade. Such achievement and recognition derive from a diverse international faculty, dedication to and support of high-quality scholarship, and a wide range of high-quality educational programs, including a rigorous Ph.D. program.

More information on HEC Paris and the Marketing Department can be found following this link: <https://www.hec.edu/en/faculty-research/faculty-departments/marketing>

### **APPLICATION PROCEDURE:**

The position will remain open until filled, but applications should be received by November 15, 2024 for full consideration.

Applicants should send their application materials electronically as a PDF attachment to the recruiting committee at [marketingdep.recruitment.etf@hec.fr](mailto:marketingdep.recruitment.etf@hec.fr). Application materials should include the following:

- cover letter indicating motivation for the application
- current CV (including academic publications)
- teaching dossier (course evaluations, statement of past experience in both teaching and service, etc.).

Specific questions about the position can be directed to the department coordinator (Peter Ebbes; [ebbes@hec.fr](mailto:ebbes@hec.fr)).

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