

# Assistant or Associate Professor in Digital Marketing

Company:

**SKEMA Business School**

Location:

**France / Lille or Paris**

Discipline:

**Digital Marketing**

Employment Type:

**Permanent Full-time**

Posted:

**07/10/2024**

Contact Person:

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

## **ASSISTANT OR ASSOCIATE PROFESSOR IN DIGITAL MARKETING**

**SKEMA | AT HOME WORLDWIDE\***

**\*Chez vous, partout dans le monde**

**Job characteristics :**

**Type of contract :** Permanent contract, full time contract

**Taking office :** From September 2025

**Localisation :** SKEMA BUSINESS SCHOOL Lille or SKEMA BUSINESS SCHOOL Grand Paris

SKEMA Business School (<https://www.skema.edu/>) and the MINT Center applications for positions in Digital Marketing to begin August 2025. The successful candidate will develop and/or lead academic research projects with the aim of publishing in the field's highest quality journals.

The position is permanent with a full-time contract. Salary and conditions are competitive, in line with international standards. SKEMA Business School offers publication bonuses for peer-reviewed publications. The language of work and teaching is English. Knowledge of French is not required and is not a criterion for selection. SKEMA Business School offers support in learning French.

**Qualifications must include :**

- A Ph.D. in Marketing or a related field
- Strong evidence of recent research productivity and/or demonstrable potential to publish research on sustainability in journals highly ranked on the CABS-FNEGE-FT50 lists.
- Teaching excellence in marketing and digital marketing.
- Ability to work as part of a team in a collegial environment.
- Strong oral and written communication skills.
- Commitment to service and/or outreach activities.

### **Expectations :**

- Publish peer-reviewed publications in top-tier journals.
- Teach courses in digital marketing and other related marketing topics.
- Show academic citizenship, commit to the life of the institution, and contribute to projects related to the School's strategy.

### **Applications should include:**

- A letter of application stating why you are interested in SKEMA Business School
- Curriculum Vitae.
- Statement of research interests and direction.
- Statement of teaching interests and philosophy (please list courses you have taught or would prefer to teach).
- Evidence of research activity (1-2 writing samples or reference to research available online; published articles or working papers).
- Evidence of teaching performance (include teaching evaluations if available).
- Three letters of reference.
- Any additional document that the applicant may consider as relevant.

The application should be submitted in English and sent by email to [recruitmentfaculty2025@skema.edu](mailto:recruitmentfaculty2025@skema.edu), with the following subject : "application position in Digital Marketing - FRANCE".

Applications will be reviewed from October until December 31, 2024 or until the position is filled.

Clarification questions can be directed to Prof. Isabella Soscia. [Isabella.soscia@skema.edu](mailto:Isabella.soscia@skema.edu)

Please note that SKEMA is an equal opportunity employer, which values all types of diversity, and encourages applications of candidates from all backgrounds.

### **ABOUT SKEMA BUSINESS SCHOOL**

With 11,000 students of 130 nationalities and 60,000 alumni in 145 countries, SKEMA Business School is a global school that trains and educates the talents that 21st-century business requires through its research, its 70 teaching programs, and its international multi-site structure. The school currently has campuses in France (Lille, Sophia Antipolis, Paris), China (Suzhou and Nanjing), the United States (Raleigh), Brazil (Belo Horizonte), UAE (Dubai) and South Africa (Stellenbosch). The school is also developing an Innovation Center in AI (Canada), one of the world's major AI hubs. SKEMA's Faculty comprises more than 190 Professors, organized by Academy - Globalization, Innovation, Transformation, and Digitalization - and Research Centers. SKEMA is multi-accredited - EQUIS, AACSB, EFMD EMBA Accredited. Its programs are recognized in France (Visa, 'Licence Degree', Master Degree, RNCP, CGE label), as well as in the United States (Licensing), Brazil

(Certificação), and China (Ministry of Education). Member of the Conférence des Grandes Ecoles (CGE). Member of the Conférence des Directeurs d'Ecoles Françaises de Management (CDEFM).

**For further information:** <https://www.skema.edu/>

## **ABOUT RESEARCH**

The candidate will be a member of the Market Interactions Centre (MINT). MINT has more than 15 members conducting excellent research in marketing. MINT mission is to be a hub for researchers passionate for studying complex and dynamic interactions in market, consumers, and society. MINT aim is to effectively and morally guide consumers, organisations, and institutions toward a sustainable future through the development of exploratory and quantitative market-relevant research.

We publish in top academic journals, including Journal of Consumer Research, Journal of Marketing Research, Journal of Consumer Psychology, Journal of personality and social psychology and Journal of Business Ethics.

### **For further information :**

<https://www.skema.edu/faculty-and-research/marketing/presentation-mint>.

**#WeAreSKEMA**

**Rejoignez-nous !**

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