

Assistant, Associate or Full-Professor in CSR and Ethics in Marketing and in Digital Marketing

Company:
IÉSEG School of Management

Location:
France / Lille or Paris

Discipline:
CSR and Ethics in Marketing and in Digital Marketing

Employment Type:
Permanent Full-time

Posted:
31/10/2024

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

2 PROFESSORS (ASSISTANT, ASSOCIATE OR FULL) IN CSR and Ethics in MARKETING and in DIGITAL MARKETING (Lille or Paris Campus).

In response to its continuous growth, IÉSEG School of Management is looking for a full-time professor in **CSR and Ethics in Marketing at the Assistant, Associate or Full Professor level** (Lille or Paris Campus, starting September 2025). He/She/They will be a part of the Department of "Marketing and Sales".

ABOUT IÉSEG SCHOOL OF MANAGEMENT

IÉSEG holds the "**triple crown**" of international accreditations (AACSB, AMBA & EQUIS) and is a member of the "Conférence des Grandes Écoles". The school offers Bachelor, Master and Post-Graduate Degrees as well as Executive Education programs. IÉSEG is also one of the leading French business schools in terms of research. The IÉSEG Research Center is accredited by the French CNRS (National Center for Scientific Research). Our Lille Campus is in the heart of Northern France (within the triangle made up by London, Paris and Brussels), and our Paris Campus is in the biggest European business district of "La Défense". More information on the school can be found here: www.ieseg.fr/en

ABOUT THE DEPARTMENT

The department of “Marketing and Sales” consists of around **45 members** who teach and perform research in the areas of Digital Marketing, International Marketing, Marketing Analytics, Consumer Behavior, B2B Marketing, Service Management and Sales. An overview of our diverse group of professors can be found here:

<https://www.ieseg.fr/en/faculty-and-research/academic-staff/faculty-directory/>

ABOUT THE POSITION

The position includes both a research and teaching mission. The balance between both will be adjusted to the selected candidate’s profile.

Through **research**, the selected candidate will contribute to the vibrant research community at IESEG. He/she/they is therefore expected to hold a **PhD**, have a strong publication record (or potential for Assistant Professors) in top-tier refereed journals listed in AJG, as well as a good international network.

In terms of **teaching**, the selected candidate will teach courses in Ethics in Marketing, CSR strategy, Inclusivity and Diversity, and Sustainable Marketing **OR** Digital Communication, Digital Analytics, Marketing Analytics, Platform Design, Digital Content, and Omnichannel Retailing at the undergraduate, graduate, and/or postgraduate levels. In addition, he/she/they will contribute to the development of the Department’s programs. As such, we are looking for candidates with **strong pedagogical skills**, and who are fluent in **English**, as most courses are taught in this language. Professional experience and knowledge of French are a plus, but not a requirement.

Finally, we are looking for candidates who embody our core values of **Accomplishment**, **Responsibility**, **Integrity**, **Solidarity**, and **Engagement**, and fit our diverse and international culture in which over 50 nationalities are represented. IÉSEG places tremendous value on diversity and inclusion, and we therefore encourage applications from all backgrounds. Underrepresented groups in academia (notably women, minority ethnic groups, people identifying as LGBTQIA+, people with a (non-)visible disability, and people from lower socio-economic backgrounds and/or economically developing countries) are particularly encouraged to apply, as we are highly committed to ensuring that IÉSEG reflects and benefits from the diversity present in society.

WORKING AT IÉSEG

At IÉSEG, we are committed to providing a supportive and engaging work environment. To new faculty members (and their partner), we offer a wide range of resources to help them integrate into the country, culture and school, such as individualized French language courses, a relocation allowance, and housing search assistance. Moreover, all faculty members have access to a competitive salary, as well as benefits such as French social security, a complementary health insurance, meal vouchers, a profit-sharing plan, and a contributory pension scheme. Finally, the school provides resources for research (e.g., funding for conferences and data collection) and offers competitive financial bonuses for high quality international peer-reviewed research publications.

JOIN IÉSEG!

Apply by filling out the application form available at:

- For the position in CSR:
<https://recruitment.ieseg.fr/jobs/5118758-csr-marketing-assistant-associate-full-professor?pr>

omotion=1210365-trackable-share-link-akadeus

- For the position in DIGITAL MARKETING:

[https://recruitment.ieseg.fr/jobs/5118867-digital-marketing-assistant-associate-full-professor?](https://recruitment.ieseg.fr/jobs/5118867-digital-marketing-assistant-associate-full-professor?promotion=1210367-trackable-share-link-akadeus)

promotion=1210367-trackable-share-link-akadeus

When applying, please upload a single pdf file merging the following documents:

- A CV
- The names, affiliations, and email addresses of three referees (recommendation letters are required at a later stage in the application process)
- A cover letter explaining your motivation to work at IESEG
- Research and a teaching statement
- One working paper
- Recent teaching evaluations (if available)

For any further question, please contact us by e-mail at permanentfaculty.recruitment@ieseg.fr. Please note that applications received by email will not be reviewed.

THE CLOSING DATE FOR APPLICATIONS IS DECEMBER 8, 2024. AFTER THIS DEADLINE, APPLICATIONS WILL BE REVIEWED TO CONTACT SHORTLISTED CANDIDATES AND ORGANIZE INTERVIEWS IN JANUARY-MARCH 2025.

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