

# Assistant / Associate Professor in Marketing

Company:

**TBS Education**

Location:

**Spain / Barcelona**

Discipline:

Employment Type:

**Permanent Full-time**

Posted:

**15/11/2024**

Contact Person:

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

## **TBS Education - Barcelona Campus Position of Assistant/Associate Professor in Marketing**

**Starting in September 2025**

The Department of Marketing of TBS Education seeks to fill one faculty position to maintain and develop its reputation for excellence in research and high-quality teaching. The position will be based in Barcelona.

The Department of Marketing brings together 25 faculty members whose recent publications include articles in the following leading journals: Journal of the Academy of Marketing Science, Journal of Business Ethics, Journal of Product Innovation Management, Journal of International Business Studies, Journal of International Marketing, Psychology & Marketing, Journal of Interactive Marketing, Journal of Business Research, among others. The research lab specializes in Social & Innovation Marketing, including topics related to artificial intelligence, Web 3.0, innovation, sustainability, ethics, etc. More information about the department and the research lab can be found on the [Marketing department](#) and [SIM lab](#) web pages.

Application deadline: **Monday, January 20, 2025.**

Interviews will take place on **Tuesday, February 11, 2025, in Barcelona.**

### **POSITION OVERVIEW:**

Candidates should hold a PhD in Marketing, possess excellent teaching abilities, and have the potential to publish in leading academic journals. They may have demonstrated these qualities during their post-doctoral experience or previous employment. The successful candidate will be expected to participate in the teaching of Digital Marketing and Analytics, Fashion and Luxury Management, and Brand Content and Communication in English at both undergraduate and

graduate levels. Additionally, they will be expected to develop lectures in their field of expertise for the graduate and executive education levels. Ideal candidates will meet the following criteria:

- Possession of a PhD obtained within the last five years.
- A demonstrated passion for conducting impactful research, evidenced by publications in top international peer-reviewed journals or a strong potential for future publications.
- A good command of the Spanish language.
- A proactive and collaborative approach towards colleagues, the department, and the institution.

Knowledge of Barcelona's socio-economic environment and the local corporate network would be a plus.

TBS Education offers competitive working conditions, including continuous training possibilities, financial support to research, teaching loads coherent with research objectives, and the support of a dedicated pedagogical innovation team. In addition to a competitive salary, you will benefit from the Spanish public health system. Furthermore, the school will help you settle in Barcelona by providing help in relocating.

### **ABOUT THE SCHOOL:**

Founded in 1903, TBS Education is among the 1% of business schools with the “triple crown” of international accreditations: AACSB (renewed in 2024 for 6 years), EQUIS (renewed in 2024 for 5 years) and AMBA (renewed in 2021 for 5 years). More than 110 nationalities and 6,000 students are present on its 4 campuses located in the heart of dynamic cities: Toulouse, Paris, Barcelona (Spain), and Casablanca (Morocco). In addition, it benefits from a network of over 240 partner universities on 5 continents with the most prestigious higher education institutions.

In 2022, TBS Education adopted the “Business for Good” status, with the following ‘raison d’être’: “Thanks to research with a societal impact, TBS Education trains diverse, open and enlightened learners, who will contribute to the development of a responsible and sustainable economy within their organizations.” More about TBS Education as Business for Good can be found at [TBS Education Business for Good](#) and its strategic plan at [TBS Education 2026 Strategy](#).

Research at TBS Education is articulated around six Research Labs, three Centers of Excellence: Aeronautics and Space, Artificial Intelligence and Business Analytics, and CSR Sustainable Development, and two chairs: The Sirius Chair and the APEM Chair: [High Impact Research TBS Education](#). TBS Education is also highly committed to Pedagogical Innovation, as illustrated by the prizes awarded in France and internationally to its projects, including the Eduniversal Pedagogy trophies in 2024, the AMBA & BGA Excellence awards in 2021 and 2022/23, the FNEGE “Coup de Coeur” in 2020, or the Babson Spotlight Award in 2020: [Pedagogical Innovation TBS Education](#).

Located in the new 22@ district – a hub for innovation, technology, and emerging companies – TBS Education has recently opened its new campus in the heart of dynamic Barcelona. The doors opened in September 2022 to a building spanning more than 8,000 m<sup>2</sup> and 7 floors, doubling the size of our precedent campus in the city, and able to accommodate 1,100 students and our reputed teaching and administrative staff. Built in compliance with the most advanced standards in terms of respect for the environment, its modern facilities inspire innovative teaching and top-quality services (connected classrooms, cafeteria, incubator, dedicated spaces for tutoring and teamwork, library, lecture halls, and event spaces, all leading up to its 300m<sup>2</sup> terrace), creating a dynamic state-of-the-art student and knowledge environment.

Through the research carried out by its faculty, the talent of its graduates, and its corporate partners, TBS Education aims to contribute significantly to the dynamics of the territory, particularly in the field of sustainability. Our school is committed to pedagogical innovation in all its forms to maximize the well-being of its students and the educational and corporate communities beyond.

More about our Barcelona campus: <https://youtu.be/kCuumQtHgFM>

### **APPLICATION PROCEDURE:**

Candidates are invited to fill out the application form on TBS Education's recruitment page by **Monday, January 20, 2025**: [Faculty Application TBS Education](#)

Candidates are invited to send the following application material:

- A cover letter
- A complete Curriculum Vitae with a list of publications and courses taught
- Samples of research (published or working papers)
- Teaching experience (list of courses, number of hours, and teaching evaluations)
- Three letters of recommendation or the names of three referees who can be contacted.

If you have any questions, please contact Marissa MANSHANDE, assistant to the Dean of Faculty's office, at [faculty.jobs@tbs-education.fr](mailto:faculty.jobs@tbs-education.fr) and/or the Head of the Marketing Department, Dr. Leila ELGAAIED-GAMBIER at [recruitment.m@tbs-education.fr](mailto:recruitment.m@tbs-education.fr)

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