

# Assistant / Associate Professor of Digital Marketing

Company:

**ESCE International Business School**

Location:

**France / Paris**

Discipline:

**Digital Marketing**

Employment Type:

**Permanent Full-time**

Posted:

**07/02/2025**

Contact Person:

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

## Assistant/Associate Professor of Digital Marketing

ESCE International Business School is recruiting, for its campus in Paris La Défense, an Assistant / Associate Professor in Digital Marketing working primarily on research themes aimed at addressing at least one of the four societal issues proposed below:

- Controlling the impacts of climate change,
- Mastering technological and digital transformations,
- Inclusion and social justice,
- Long-term economic viability of sustainable and/or digitalized ecosystems.

The proposed position is full-time [5/5ths permanent contract] and the position will start as of 1st of June 2025.

Working address: Tour Coeur Défense, Campus OMNES EDUCATION, 110 Esplanade du Général de Gaulle, 92400 Courbevoie

### The School:

**ESCE International Business School** (Ecole Supérieure du Commerce Extérieur) is a private higher education business school founded in 1968 with a strong focus on international business. Its mission is to train students in international development, with respect for ethics, diversity and cultures, preparing them to successfully integrate as contributing members of a globalized economy. It is located at La Défense, Paris. ESCE is a member of the Conférence des Grandes Ecoles and delivers a five-year master degree, fully accredited by the French Ministry of Higher

Education. ESCE also offers a 3-year Bachelor's degree and an MSc with 4 specializations. As an accredited member of the EFMD Programme Accreditation, ESCE's program is internationally recognized. It holds the label Bienvenue en France and BSIS Impact. ESCE is ranked #151+ in QS World University Rankings - Masters In Management 2025. It also offers 19 double degree programmes and has exchange agreements with over 190 international academic partners all over the world.

ESCE expects from professors to possess excellence in pedagogy and knowledge about the market in respective fields, in coherence with the work carried out within the research center. Balance between teaching and research is therefore encouraged. The pedagogical and scientific axes favored by the School allow academics to strengthen their expertise and intellectual contributions concerning pedagogy and teaching and carry out outstanding research simultaneously. The latter activities are centered on the needs of companies and aided by major societal issues and challenges (and providing potential remedies to the latter) via exploring the following angles:

- Finance and economics in times of ecological and digital change
- International Business
- Emerging behaviors across borders for employees, managers, and entrepreneurs
- Sustainable and digital global value chains

Potential candidates will benefit from the support of the ESCE's pedagogical team, Research Center & Faculty Group, which bring together faculty of Omnes Education.

### **A Research and a Faculty in interaction with the accredited Schools of the Omnes Education Group**

OMNES Education is a private higher education institution located in France and with strong international scope. Year after year, its development has allowed it to become a major European player in Higher Education and Research. Its mission is to guarantee its students and learners a demanding, high-quality training experience, enabling them to acquire the skills and innovative abilities needed to enter the labor market and develop their careers in line with their expectations and plans in a turbulent global environment.

OMNES EDUCATION's ambition to develop its scientific and intellectual production is based upon five major principles: openness and interdisciplinarity, foresight and adaptability, innovation in pedagogy and learning experience, commitment, attention to the world and care for one and another.

The four accredited Schools of the Omnes Group, specialized in the field of management and digital, AI and technological engineering, are federating their research and support for the professional development of faculty members within the Omnes Education Research Center & Faculty.

Joining the ESCE allows potential candidates to benefit from an accompaniment in the development of projects related to pedagogy and research, combining digital and management skills, and the formalization and submission of European or ANR projects. In addition, the potential candidate can benefit from close cooperation with companies with Boèce Funds for Research & Innovation, increase the impact of his/her intellectual contributions and research via public media exposure, undertake projects related to AI & digital pedagogical innovations, and collaborate with the group's Program Management team.

## **Pedagogical expectations**

The candidate must demonstrate expertise and interest in pedagogical engagement and innovation, both in terms of systematically updating of pedagogical content and the learning experience offered to students in the different programs of ESCE: online courses, Masterclass, hybridization, design thinking, and digital learning... The successful candidate is expected to provide high quality teaching on topics related to his/her field of research, possibly in collaboration with other members of the faculty to which he/she will be joining.

The candidate will also have to prove his/her ability to meet the minimum professional standards required in terms of digital tools: provision of syllabi, use of digital platforms for teaching, among others. Finally, the candidate must be fluent in English.

## **Scientific expectations**

Independently of the scientific quality of his/her application, the candidate must demonstrate an interest in undertaking impactful research, setting up and managing collective research projects (company chairs, European projects, funded projects, etc.), and publish in well-recognized academic journals (Ranking lists FNEGE and AJG, formally ABS). With significant experience, he/she must hold a PhD and/or a corresponding postgraduate degree. The potential candidate should demonstrate how his/her work wits with the scientific axes of the Research Center (see above).

## **Expected Research Output and Scholarly Contributions**

The successful candidate must produce at least one scholarly contribution annually to maintain "research-active" status in accordance with CEFDG standards.

He/She must demonstrate how his/her research expertise and body of work align with the Research Centre's scientific priorities outlined above, ensuring consistency with pedagogical innovation initiatives.

Priority will be given to candidates meeting the following requirements:

- Doctorate / PhD in "Marketing",
- Demonstration of the ability to publish in highly ranked academic journals related to the field of research (FNEGE and AJG formally ABS list),
- Demonstration of excellence in teaching at various levels (bachelor, master, and MSc),
- The candidate must be able to teach specifically in the following disciplines: strategic marketing, digital marketing, and/or international marketing.
- Demonstrate ability to integrate and collaborate with a dynamic research team within the School and with colleagues at other accredited Omnes Education Research Center & Faculty institutions.

The application must contain:

- A letter of motivation,
- An updated and detailed cv with the rankings (FNEGE and AJG formally ABS) of published articles and a presentation of work in progress in the targeted journals. Also, the candidate should demonstrate good teaching abilities. Previous academic responsibilities and experience with companies are considered as valuable qualities.
- A letter of recommendation.
- A set of recent course evaluations

The application materials must be sent electronically before 3rd of March 2025 to the Dean of Faculty Renaud REDIEN-COLLOT (rrediencollot@esce.fr)

The proposed salary and working conditions will be in accordance with the qualifications and experience of the candidate. Beyond this remuneration, bonuses may be granted for scientific publications, other intellectual contributions, pedagogical innovations, administrative responsibilities, in accordance with the Charter of Omnes Education Research Center & Faculty.

For further information about this position, please contact Renaud REDIEN-COLLOT (rrediencollot@esce.fr) for the pedagogical part and Kirsten RALF, Director of ESCE Research (Kirsten.ralf@esce.fr) for the scientific part.

The pre-selection commission will meet on the 7th of March 2025. The candidates called to continue the recruitment process would be personally informed by the School's management of the subsequent procedure to be followed.

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