

Assistant / Associate / Full Professor in Digital Marketing

Company:

Grenoble Ecole de Management

Location:

France / Paris or Grenoble

Discipline:

Digital Marketing

Employment Type:

Permanent Full-time

Posted:

17/03/2025

Contact Person:

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

Assistant/Associate/Full Professor in Digital Marketing at Grenoble Ecole de Management - Paris or Grenoble campus

The Department of Marketing, Sales & Communication of Grenoble Ecole de Management invites applications for an assistant, associate or senior position in Digital Marketing (with competencies in data analytics) for September 2025, either for Paris or Grenoble campus (full-time position). This recruitment is a key component of our new strategic plan, Eagle 2030, which reflects our dedication to reconnecting with our core values and embracing our Alpine identity. Eagle 2030 outlines GEM's vision for excellence and commitment to facilitating significant transitions over the next five years. Built around three essential pillars, this plan reinforces GEM's status as the Business School of Science, Transitions, and Learning Journeys, showcasing our ambitious and transformative approach to education.

JOB QUALIFICATIONS: Candidates should prove ability to teach multicultural groups at various levels and should have proactive and collegial attitude. The position involves:

- Teaching Digital Marketing courses to Bachelor's to Master's level students (with teaching possibilities in MBA and Executive Education) using innovative pedagogy
- Supervising Master's thesis and professional experiences (internships or apprenticeships)
- Engaging and taking part in GEM's school life
- Publishing in high-quality, peer-reviewed journals (ABS ranked) if the candidate has a

research profile

A doctoral degree is highly desirable and may enhance the pursuit of research objectives. Courses may be delivered in either French or English, with fluency in both languages being considered a valuable asset. Familiarity with the French Business School ('Grandes Écoles') ecosystem is beneficial, though it is not a mandatory requirement. Remuneration will be based on the applicant's academic qualifications, research record, and experience.

ABOUT THE DEPARTMENT: The Department of Marketing, Sales & Communication at Grenoble Ecole de Management currently consists of 24 permanent faculty members and 7 Phd Students with varied research interests and teaching expertises. The department hosts two research teams: Marketing Strategy and Innovation (MSI) and Consumer Behavior (CB). Members of both teams have strong collaborations within and across their teams, the institution, and internationally with experts in their respective domains. They publish their research in leading international journals, such as the Journal of Marketing Research, Journal of Consumer Research, Journal of the Association of Marketing Science, International Journal of Research in Marketing and Journal of Product Innovation Management. Members of the Department are also successful in obtaining third-party funding and national or international grants. You will join a dynamic and collaborative team of Professors that is highly integrated and value in-person collaboration in the office to foster knowledge sharing and research collaborations.

ABOUT THE SCHOOL: Grenoble Ecole de Management (GEM) is a triple-accredited (AACSB, EQUIS, AMBA) international business school recognized for its leadership at the intersection of innovation, technology, and sustainability. Celebrating 40 years, GEM is deeply integrated into the vibrant ecosystem—known as France's Silicon Valley—leveraging strategic partnerships with world-leading institutions and companies such as CEA, STMicroelectronics, Schneider Electric, and over 600 corporate collaborators.

Faculty at GEM engage in pioneering educational and research initiatives, including the Alpine Immersive Learning Journey, which blends experiential, virtual, and outdoor learning environments to address global transitions and challenges. With campuses in Grenoble, Paris-Pantin, and international locations, GEM offers a stimulating and diverse environment ideal for research and pedagogical innovation. GEM provides a stimulating environment through distinctive research centers and institutes and GEM Labs, a pioneering facility for immersive experiences, gamification, and collaborative research in management and innovation. Joining GEM means becoming part of an intellectually dynamic community committed to developing responsible leaders for a sustainable future. For more information, visit <http://www.grenoble-em.com>.

APPLICATION PROCEDURE: Deadline 30th April 2025 or until the position is filled. Please provide your CV with the names and contact information of three referees, a cover letter describing your motivations to join the team and recent teaching evaluations. Candidates seeking a position with research objectives must send a description of their research activities and pipeline plus two research papers. Qualified candidates need to send their application package by email to the head of the department laurie.balbo@grenoble-em.com

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