Assistant or Associate Professor in either Marketing or Information Systems

Company:
INSEEC GE

Location:
France / Paris

Discipline:
Marketing or Information Systems

Employment Type:
Permanent Full-time

Posted:
09/04/2025

Contact Person:
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Tenured Professor Marketing or Information Systems

INSEEC Grande École – Faculty Recruitment (Paris Campus)

INSEEC Grande École is seeking to recruit a full-time Assistant or Associate Professor in either Marketing or Information Systems, for its Paris campus. This is a permanent position starting on September 1st, 2025.

The successful candidate will be expected to conduct high-quality research and contribute actively to teaching in graduate-level programs. Courses may be taught in French and/or English.

We particularly welcome applications from candidates whose research and teaching expertise lie at the intersection of their discipline and emerging technologies, such as:

- Artificial Intelligence applications in marketing or business systems
- Big Data analytics and data-driven decision-making
- Digital transformation and innovation in customer or information ecosystems

Position type: Permanent, full-time academic position

Start date: September 1st, 2025

Location: 37 Quai de Grenelle, Immeuble Pollux, 75015 Paris

The School:

The INSEEC GE is part of the Omnes Education Group. This program has a double recognition by its diploma approved by the Ministry of Higher Education and Research, and the AMBA accreditation

The INSEEC GE 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:

- Societal transitions and emerging behaviors,
- Risks, forecasts and evaluations in a complex universe,
- Territories, networks and interactions.

Potential candidates will benefit from the support of the INSEEC GE 's pedagogical team, INSEEC Grande Ecole's research center and 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 Eduction 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 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 INSEEC GE allows to the potential candidate 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, increase the impact of his/her intellectual contributions and research via public media exposure, undertake projects related to 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, from the first to the fourth year of the Bachelor's degree: 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 (FNEGE and ABS rankings). With significant experience, he/she must hold a PhD and/or corresponding postgraduate degree. The potential candidate should demonstrated how his/her work wits with the scientific axes of the Research Center (see above).

Priority will be given to candidates meeting the following requirements:

- Doctorate / PhD in Marketing or Information Systems
- Demonstration of the ability to publish in highly ranked academic journals related to the field of research (FNEGE and ABS list),
- Demonstration of excellence in teaching at master level master, courses with application to IA and data management.
- 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 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.

The application materials must be sent electronically before 17/05/2025 to ABDELJEBAR Yasmina (Administration Research Center; yabdeljebar@omneseducation.com).

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 Romano Krystal (kromano@inseec.com) for the pedagogical part and Hachmi BEN AMEUR, Director of the INSEEC GE Research Center, (hbenameur@inseec.com) for the Research part..

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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