

Assistant or Associate Professor in Marketing

Company:

ESCP Business School

Location:

France / Paris

Discipline:

Employment Type:

Permanent Full-time

Posted:

18/11/2025

Contact Person:

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Assistant or Associate Professor in Marketing - Paris campus

ESCP Business School and its **European Department of Marketing** invite applications for a position of Assistant or Associate Professor in Marketing. The position is being offered on the **Paris campus** to take up appointment by **September 2026** or later.

Candidates for appointment at the **Assistant Professor** level must have completed their PhD before starting the position and demonstrate teaching experience with positive evaluations, as well as excellent research outputs or highly promising ongoing projects. Candidates for appointment at the **Associate Professor** level must have a well-established record of publications in top-tier journals and excellent teaching evaluations. For all candidates, **expertise in marketing strategy and quantitative methods** (e.g., econometrics, panel data analysis, machine learning) is preferred. An **ability and willingness to teach and develop data-driven marketing courses** is particularly desirable.

ESCP Business School (www.escp.eu) is one of Europe's leading business schools, offering a wide range of programs including Bachelor, Master, Specialized Master's and MSc degrees, an MBA in International Management, an Executive MBA, Executive Education, and a PhD program. The School operates across six campuses—Paris, London, Berlin, Madrid, Turin, and Warsaw. ESCP's permanent faculty of over 200 members work

collaboratively across campuses, supported by European-level committees and discipline-based departments that foster academic excellence and collegiality.

The **European Department of Marketing (EDM)** comprises 30 full-time faculty members representing 10 nationalities and a wide range of research interests, backgrounds, and methodological approaches. We strive for excellence in our discipline while upholding the principles of diversity, sustainability, and academic freedom. Our faculty make significant contributions to teaching and innovation as well as to research and impact, regularly publishing in leading journals such as the *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Marketing Research*, *Journal of Consumer Research*, and *Journal of Consumer Psychology*.

The **Paris campus** offers a highly supportive and dynamic environment for dedicated scholars looking to further develop their academic career while contributing to our continued success and to our school's pedagogical mission and strong values. It especially has developed its marketing expertise through our dedicated institutes and research centers and through programs such as the Master of Science in Marketing & Communication and marketing specializations in general programs (Master in Management, MBA, EMBA).

Applicants should fill out and submit their complete application package **by December 20 2025** in a **single PDF document** using the following [form](#). The package should include: i) A cover letter including teaching and research statements; ii) A curriculum vitae including a list of publications, ongoing research projects, and references; iii) Teaching evaluations from the past two years (if available); iv) A recent research article (preferably one not yet published).

Selected candidates will be notified by the end of January 2026. If you need further information about the role you can contact the coordinator of the department Prof. Charlotte Gaston-Breton (cgaston-breton@escp.eu) or the campus representative Prof. Michael Haenlein (mhaenlein@escp.eu).

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