

Associate or Full Professor - Retail and Quantitative Marketing

Company:

EDHEC Business School

Location:

France / Lille

Discipline:

Retail and Quantitative Marketing

Employment Type:

Permanent Full-time

Posted:

23/07/2026

Contact Person:

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

Associate or Full Professor - Retail & Quantitative Marketing

POSITION

To participate in the continuous development of the EDHEC programs, EDHEC Business School (<http://www.edhec.edu/en>) is recruiting two Associate, or Full Professor of Marketing. This position requires a strong track record in research. The successful candidate is expected to actively teach in EDHEC bachelor and master programs, and to fully participate to the EDHEC agenda in pedagogical innovations by implementing innovative and active learning approaches. The ability to teach Retail Marketing and Customer Relationship Management courses is a plus.

Location will be on the Lille campus (2 positions)

ABOUT OUR SCHOOL

As part of its strategic development, EDHEC is looking ahead to 2050 – a pivotal year for humanity marked by critical challenges such as reducing carbon emissions, protecting biodiversity, addressing inequality, and ensuring universal access to education. By 2050, EDHEC will be graduating students born during the current strategic cycle – young people whose world will depend on the decisions made today.

To maximize its societal impact, EDHEC has structured its plan around three strategic priorities: rethinking business models for the common good (I), equipping students to drive transformation (II), and accelerating the development of climate finance (III).

The “Generations 2050” plan (2024–2028) is backed by a €270 million investment, including €112 million dedicated to the creation of 90,000 m² of Share & Care campuses.

ABOUT THE DEPARTMENT

Our marketing department comprises both junior and senior scholars who publish in top-tier academic journals. We organize one or two research workshops annually, inviting researchers from around the globe. We are a highly supportive group, collaborating on research projects and courses.

QUALIFICATIONS

- Ph.D. degree
- Evidence of publications in top-tier international journals
- Demonstrated ability to teach in academic programs at graduate and undergraduate level
- High capacity to develop pedagogical innovation
- Energy, dynamism, conviction, open-minded, team-player
- Desire to actively engage in all areas of faculty life
- Personal and professional ethics
- Excellent communication skills
- High level of fluency in English
- Ability to teach in French is a plus
- Visibility in the media is a plus
- Good academic and/or professional network is a plus
- Ability/experience in blended learning and/or e-learning is a plus

At EDHEC, we put diversity at the heart of our practices and know the value of building an inclusive and equitable workplace. Passionate about making an impact on society, we aim to build a team of colleagues, representative of the diversity in our communities, and thus strongly encourage all people to apply.

Candidates interested in applying for this position are invited to send a cover letter, a resume, a list of publications, a list of classes taught (and evaluations) and the names and contact information of two referees at Recrutementsprofs3@edhec.edu.

Inquiries can be addressed to Marie-Cécile CERVELLON, Head of the Marketing

Department, at marie-cecile.cervellon@edhec.edu.

Applications will be considered until the positions are filled or February 28, 2027.

Contact Person:

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