

Assistant Professor of Marketing (Quantitative Marketing)

Company:

Nazarbayev University

Location:

Kazakhstan / Astana

Discipline:

Marketing (Quantitative Marketing)

Employment Type:

Permanent Full-time

Posted:

23/09/2026

Contact Person:

Mustafa Karatas (mustafa.karatas@nu.edu.kz) / If you wish to apply for this position, please specify that you saw it on AKADEUS.

Assistant Professor of Marketing (Quantitative Marketing)

Nazarbayev University, Graduate School of Business — Astana, Kazakhstan

Position: Assistant Professor of Marketing (Quantitative Marketing) — one position (approved by the managing council, September 2026)

Start date: August 2027 (an earlier start in January 2027 may be considered in exceptional cases)

Application deadline: October 9, 2026 (review continues until the position is filled)

The Graduate School of Business (GSB) at Nazarbayev University invites applications for a full-time faculty position in **Quantitative Marketing** at the Assistant Professor level, beginning August 2027. An earlier start in January 2027 may be considered in exceptional circumstances. We seek candidates who specialize in **quantitative marketing**, including areas such as empirical or analytical modeling, digital marketing, and marketing analytics.

Qualifications. Applicants must hold a PhD in Marketing, Economics, or a related field before the starting date. Candidates should have a publication record or strong publication potential in

leading journals (e.g., UTD-24, FT-50, ABS 4*/4) and a solid research pipeline. Candidates are expected to teach Digital Marketing, Marketing Analytics, Data Analytics, or related areas at the undergraduate and graduate levels.

About the school. Located in Astana, Kazakhstan, the Nazarbayev University Graduate School of Business (NUGSB) was established in 2013 and offers PhD, Executive MBA, MBA, MSc in Finance, MA in Economics, and BBA programs, including a Eurasian Business BBA delivered jointly with the HKUST Business School in Hong Kong. NUGSB is a research-intensive business school, offering its faculty generous research time, an efficient teaching load, and an internationally competitive salary and benefit package. Generous internal research grants are available on a competitive basis. According to the UT Dallas global ranking of research-intensive business schools, NUGSB is ranked number one in Eurasia and among the top five globally for young business schools. NUGSB holds AMBA accreditation for its MBA programs and school-wide BGA accreditation for responsible management. English is the language of instruction and of the workplace. The diverse faculty at NUGSB have received their PhDs from leading schools such as Stanford, INSEAD, Columbia, NYU, Cornell, Northwestern, and LBS.

Nazarbayev University. Kazakhstan's government is committed to establishing a world-class research-oriented university that will provide the highest quality education in Kazakhstan and Central Asia. Nazarbayev University is a US-style, research-oriented university that is the flagship of that commitment. The university was created with support from leading universities around the world, including the University of Cambridge, the Colorado School of Mines, Duke University, the National University of Singapore, the University of Pennsylvania, the University of Pittsburgh, and the University of Wisconsin–Madison.

Astana. Astana is the young and rapidly growing capital of Kazakhstan, with a population of over 1.6 million. Over the past two decades, it has developed into one of Central Asia's major business and administrative centers, with a full cultural and social life. Astana is safe, affordable, and easy to settle in, with international schools, an active expatriate community, and direct flights to major hubs in Europe, the Middle East, and Asia.

Compensation and benefits. NUGSB offers a highly competitive salary and benefit package, including health insurance, a child educational allowance, housing benefits, and a home leave allowance.

How to apply. Apply through the NUGSB Application Portal (a Google account is needed to upload files) or email your application to **hr_gsb@nu.edu.kz** with the subject line "QM — *[Your Name]*". Your application should include a cover letter, CV, job market paper, research statement, and teaching statement (with teaching evaluations if available). Three letters of reference will be requested from short-listed candidates. Applications received by **October 9, 2026** receive full consideration.

Informal inquiries: Mustafa Karatas (mustafa.karatas@nu.edu.kz).

Website: <https://gsb.nu.edu.kz/>

Nazarbayev University is an equal-opportunity employer and welcomes applications from all qualified candidates regardless of nationality, gender, age, disability, or religion.

Contact Person:

Mustafa Karatas (mustafa.karatas@nu.edu.kz) / If you wish to apply for this position,

please specify that you saw it on AKADEUS.