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JOBS IN BUSINESS SCHOOLS

Associate Professor in Marketing and Digital Technology with broad expertise in Marketing / Digital Technology / AI

Company:
Institut Lyfe

Location:
France / Ecully

Discipline:
Marketing and Digital Technology with broad expertise in Marketing / Digital Technology / AI

Employment Type:
Permanent Full-time

Posted:
17/11/2026

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

L'Institut Lyfe (formerly Institut Paul Bocuse) prepares future leaders in the fields of Hospitality, Food Service, Culinary Arts, and Pastry. Over the past 30 years, it has developed a unique ecosystem combining undergraduate and graduate education, research, and professional training. Today, it welcomes 1,200 students from approximately 75 nationalities.

From Bachelor's degrees through to PhD level, its teaching is based on an experiential learning approach focused on project management, talent development, an entrepreneurial mindset, and creativity. It is the only school in France to have a **Michelin-starred teaching restaurant**, a **5-star teaching hotel**, and a **Research Centre** whose scientific work contributes to the quality of teaching while anticipating the future development of the Hospitality and Culinary Arts professions.

As part of the creation of a new position, we are looking for an **Associate Professor in Marketing & Digital Technology** with broad expertise in Marketing / Digital Technology / AI.

This position will be part a **permanent contract (CDI)**, starting in **January or September 2027**, to join our permanent Faculty team.

Job description :

1/Teaching (250+/- 10% hours face-to-face per academic year) :

- Teaching at Bachelor level within the area of expertise;

- Supervising students in pedagogical projects or academic work;
- Contributing to innovative teaching and learning methods;
- Carrying out assessments within the academic framework set by syllabi;
- Contributing actively to the development of programs and syllabi;
- Ensuring administrative and academic follow-up;
- Maintaining a solid national and international contacts network in the higher education and hospitality/gastronomy sector.

2/Research :

- Publishing in top peer-reviewed journals related in the area of expertise (ranked in FNEGE/ABS, SCOPUS-indexed);
- Participating in the research activities of the Institut Lyfe;
- Conducting research and building synergies to strengthen interdisciplinary approaches in Marketing and Digital Technology / AI related to the Hospitality/Gastronomy industry;
- Leading an international research team and supervise early-career researchers or students;
- Contributing to securing funding to support research activities or research projects.

3/Service :

- Participating in Open Days, virtual Open Days, and student recruitment panels/interviews ;
- Contributing to teaching-related activities (class councils, thesis/dissertation defense committees, etc.);
- Contributing to discussions on the evolution of the professions and the need to update syllabi and educational resources;
- Representing Institut Lyfe in professional associations.

This list of is not exhaustive, and you may also be required to take on cross-functional projects and assignments that contribute to the overall performance of the team.

Required :

- A Doctorate degree (PhD) in Marketing, Hospitality/Tourism Management, or a related field;
- At least 5 years of teaching experience within the domain;
- Demonstrated ability to publish in reputable academic journals (e.g. FNEGE, ABS);
- Well-developed pipeline of research projects;
- Experienced with innovative learning approaches;
- Ability to merge theoretical knowledge with practical application;
- *If not already aligned, willingness to re-orient the research agenda towards Hospitality/Gastronomy/Wine & Beverage*
- Full proficiency in English

Desired:

- Experience in the hotel-restaurant or culinary arts sector
- Working proficiency in French

Terms of contract :

- **Contract** : permanent contract, from January or September 2027
- **Gross annual salary :** 55K€ - 65K€ (Associate Professor) + publication bonuses

- **Benefits :** Meals benefits, compulsory health insurance, preferential rates at Group restaurants and hotels, sustainable mobility package, covering 50% of public transport costs;
- **Place of work :** 25 Ch. du Trouillat, 69130 ECULLY

The Institut Lyfe is an equal opportunity employer committed to equality and diversity. We welcome all applications that can contribute to a diverse working culture.

How to apply:

If you are interested, you must send the following documents in French or English :

- A cover letter, stating salary expectations
- A detailed resume *(including 2 references to contact)*
- A detailed list of courses taught
- Teaching assessment if available

Please note that incomplete applications (e.g. a CV only) will NOT be considered.

The recruitment process at Institut Lyfe:

1. In-person interview with the vice-heads of faculty for Teaching and for Research (1 hour)
2. Optional: interview with the Academic Director (30 minutes)

Please submit your application, mentioning **“Associate Professor – Marketing & DT 2026”** as the subject of your email to the following address: recrutement@institutlyfe.com

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