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JOBS IN BUSINESS SCHOOLS

Full professor in Digital Marketing

Company:
emlyon business school

Location:
France / Lyon

Discipline:
Digital Marketing

Employment Type:
Permanent Full-time

Posted:
12/11/2026

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

A full-time position in Digital Marketing at Full professor Level - Research-Driven Profile

FACULTY POSITION

emlyon business school invites applications for a full-time faculty position in Digital Marketing, open at the Full Professor level, to begin in September 2027.

We are looking to recruit either:

- A candidate with a strong academic research profile, capable of publishing in top-tier journals and contributing to the school's international research visibility;
  or
- A candidate with a hybrid profile, demonstrating a very good level in research mixed with a strong experience in innovative education, and real-world project-based teaching.

This position is part of emlyon's broader strategic ambition to combine academic excellence with impactful, hands-on learning that is deeply connected to the business world and societal challenges.

YOUR ROLE AT EMLYON

The selected candidate will join the Department (*) of Marketing and will be affiliated with

one or both of the associated research centers, depending on their research areas:

- The Lifestyle Research Centre (https://lifestyle.em-lyon.com/)
- The MTCI Research Center (https://sites-wordpress.em-lyon.com/mtci/)

A sensitivity to Artificial Intelligence in teaching and/or research is highly valued for this position. Teaching responsibilities include undergraduate (BBA), graduate (Programme Grande École), masters and executive education level programs. Teaching needs cover, among others, digital marketing, marketing and AI, eCRM, new product development. Most courses will be taught on the Lyon campus, with possible sessions on other emlyon campuses in France or internationally.

CANDIDATE PROFILES – We Are Open to Different Strengths

As a senior Full Professor role, this position calls for candidates who are eager to collaborate with department members, comfortable working in an international environment, and enthusiastic about playing a mentoring role within a dynamic and growing team.

We encourage applications from candidates who correspond to one of the following:

1. Research-Focused Profile

- Ph.D. in Marketing or a related discipline
- Proven publication record in top-tier journals (e.g., FT list)
- Ability to mentor junior scholars, supervise doctoral students, and collaborate on funded research projects

2. Hybrid Profile

- Ph.D. in Marketing or a related discipline
- Balanced expertise in both research and pedagogical innovation
- Ability to create synergies between research, teaching, and practice
- Interest in making academic knowledge actionable in the classroom and beyond
- Interest in pedagogical innovation and contribution to program development
- Evidence of professional or academic dissemination (previous publications and pipeline)
- Ability to run projects with practical relevance, and/or to build and manage relationships with practitioners"

Additional Requirements

- Commitment to institutional service (program management, curriculum design, external representation)
- Fluency in English required; knowledge of French is a plus but is not required.
- Willingness to relocate to Lyon or surrounding area (relocation support provided)

The candidate will be expected to contribute to and will be regularly evaluated based on three areas of activities: (1) research performance, (2) teaching and student supervision, and (3) institutional service (e.g., administration, service in committees, representation of the school in the media and events).

We strongly encourage people of all backgrounds (gender, ethnic background, nationality) to apply. Fluency and teaching experience in English is required. Knowledge of French is a plus but is not required.

The selected candidate is expected to be based in Lyon or nearby area. emlyon has set up a relocation policy to support the moving process.

Salary and conditions are competitive and will be commensurate with qualifications and experience.

THE SCHOOL

Founded in 1872, emlyon business school is one of the oldest business schools in Europe. It belongs to the top 1% of business schools worldwide recognized by the triple accreditation: EQUIS, AACSB, and AMBA.

emlyon business school welcomes 9,260 students from 130 nationalities across its three campuses in Lyon, Shanghai, and Paris. The School relies on a Faculty of 174 international professors and researchers, as well as a network of 220 academic partners, to deliver top-quality trainings recognized in the world's best rankings. It boasts a community of 48,000 alumni.

As a Mission-driven company since 2021, emlyon business school cultivates the ability to drive change in resonance with the world by placing the hybridization of skills with social and environmental responsibility at the core of its training programs, supported by teaching methods that combine action and thinking. emlyon has endorsed the European Charter for researchers and is awarded HR excellence in research by the European Commission. The HR Strategy for Researchers (HRS4R) is available at the following link: https://em-lyon.com/en/faculty-and-research/hr-strategy-for-researchers

THE ENVIRONMENT

emlyon business school is at the center of a vibrant ecosystem of large universities with excellent research teams in engineering, computer science, natural sciences, social sciences, and the humanities (see: https://www.lyoncampus.com/en/welcome/lyon-a-city-of-innovation)

Lyon is the second largest city in France, with a long entrepreneurship tradition and a solid digital industry.

Further information

- About emlyon business school: http://www.em-lyon.com/en/

THE APPLICATION SHOULD CONSIST OF:

- A cover letter including the motivation to join emlyon business school
- An up-to-date curriculum vitae
- A research statement
- A teaching statement (with teaching evaluations, where available)
- A list of papers under review or in progress
- Two references/names with contact information

Possible questions about the position can be addressed to Professor **Karine RAIES,** chair of the recruitment committee at **emlyon** business school: **kraies@em-lyon.com**

All application materials should be submitted in English via this website page. The application materials will not be returned.

RECRUITMENT PROCESS

emlyon business school complies with the Open, Transparent and Merit-based Recruitment principles as stated in the European Code of Conduct for the recruitment of researchers.

The selection committee is appointed by the Head of department and composed of three to eight professors, ensuring a balanced representation of gender, national origin, and professor grades.

Pre-selection step: the selection committee reviews all the applications to short-list the candidates who meet the most criteria as described in the candidate's characteristics.

Short-listed candidates are invited to a recruitment day (held by videoconference in most cases) with

a) a job talk presentation

b) one-on-one interviews with committee members.

Each permanent professor attending the job talk completes an assessment grid, and the results are aggregated to identify the top one and top two applicants.

Finalists are interviewed by the Dean for Faculty & Research and/or the Associate Dean for Research. The final decision is communicated by the Dean for Faculty & Research.

SUBMISSION DEADLINE: **01/12/2026**

emlyon reserves the right to consider applications submitted after the deadline.

ADDITIONAL INFORMATION:

(*)The **Marketing Department** is one of the largest and most diverse departments at emlyon business school, bringing together 30 permanent faculty members from 14 nationalities, with research backgrounds spanning marketing, sociology, psychology, statistics, and management sciences. The department's research activity is structured around two centers: the Lifestyle Research Centre, which explores evolving consumption practices and lifestyle dynamics, and the MTCI – Marketing, Technology and Customer Insight Research Center, dedicated to the intersections of technology, data, and consumer behavior. Faculty members publish in top-tier journals and engage with key contemporary challenges, including the transformation of marketing practice through artificial intelligence and the development of responsible, positive-impact marketing approaches. Teaching spans all program levels — BBA, Grande École, Masters, and Executive Education — and covers a broad range of topics from consumer behavior and brand strategy to digital marketing, eCRM, and AI-driven decision-making.

APPLY NOW

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