

Associate Professor in Marketing

Company:

Institut Paul Bocuse Enseignement

Location:

France / Ecully

Discipline:

Marketing

Employment Type:

Permanent Full-time

Posted:

2023-01-02

Contact Person:

recrutement@institutpaulbocuse.com

FACULTY PERMANENT POSITION

ASSISTANT OR ASSOCIATE PROFESSOR in Marketing F/M

As part of its strategic development and rapid growth, Institut Paul Bocuse, international school of hospitality, food service and culinary arts management, is looking for highly qualified and high-potential candidates as

- **Associate Professor in Marketing F/M (digital, sales, negotiation)**

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

About the school

Institut Paul Bocuse (IPB) is an international private higher education institution specialised in hospitality, food services and culinary arts management. Founded in 1990, IPB is the only private school in this field recognized by the Ministry of Higher Education, Research and Innovation. It offers cutting-edge education (Bachelor's and Master's Degrees, PhD study programs) to 1000 students from more than 60 different nationalities. The school is also managing five branch campuses abroad and is known for the outstanding student experience, innovative pedagogy and entrepreneurial spirit.

The campus is located in Ecully, close to the city of Lyon (ranked number one place to visit in France and number one most welcoming city for students).

<https://en.institutpaulbocuse.com> / <http://research.institutpaulbocuse.com>

Job description

Teaching:

- Teaching at Bachelor and/or Master level, in French and in English
- Supervising students in pedagogical projects or academic work
- Contribute to innovative teaching and learning methods
- Ensuring assessments within the academic framework set by the syllabus
- Contribute actively to the evolution of programmes and syllabi
- Ensuring administrative and academic follow-up

Research:

- Publish in peer-reviewed journals in economics and management (CNRS - FNEGE)
- Participate in the research dynamics of the Institute, in connection with its Research Centre
- Conducting research and establishing synergies to strengthen interdisciplinary approaches
- Maintain a strong national and international network of contacts in the higher education and hospitality sector

Required Skills

- PhD – Doctorat in Marketing
- International Publications in international peer-reviewed journals (CNRS – FNEGE)
- Fundraising abilities for research and education
- Future research topics have to be from interest for the Hospitality or Food Service Industry
- Experienced with innovative learning approaches
- Ability to merge theoretical knowledge with practical relevance
- Teaching in French and ability to teach in English
- Team player, professional rigor

How to apply

Candidates interested in applying for this position are invited to send the following documents in French and English:

- A cover letter, mentioning salary expectations
- A detailed resume (including list of publications, taught courses)
- 2 recommendation letters or 2 references for contact
- Teaching assessment
- The 3 most relevant articles for this position

Salary and conditions are commensurate with qualifications and experience (40k-52k€). The start date of the position is planned in april/september 2023. Online interviews will begin as soon as possible.

Please submit your application, mentioning “Ass. Professor in Marketing” as the subject of your email to recrutement@institutpaulbocuse.com

Contact Person:

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