

Assistant / Associate Professor in Marketing

Company:
INSEEC U.

Location:
France / Paris

Discipline:
Marketing

Employment Type:
Permanent Full-time

Posted:
2023-01-13

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

Tenured Professor of Marketing

The BBA INSEEC is recruiting, for its campus in Paris La Défense, an Assistant / Associate Professor in Marketing working primarily on research themes aimed at addressing at least one of the four societal issues proposed below:

- Controlling the impacts of climate change,
- Mastering technological and digital transformations,
- Inclusion and social justice,
- Long-term economic viability of sustainable and/or digitalized ecosystems.

The proposed position is part-time [4/5ths permanent contract] and the position will start as of 01/06/23.

Working address: Tour Cœur Défense, Campus OMNES EDUCATION, 110 Esplanade du Général de Gaulle, 92400 Courbevoie

The School:

The BBA INSEEC is part of the Omnes Education Group. This program has a triple recognition by its diploma approved by the Ministry of Higher Education and Research, its RNCP level 6 title delivered by the Ministry of Labor, and the international format of the diploma (BAC+4) which corresponds to the Anglo-Saxon system of graduation.

The BBA INSEEC expects from professors to possess excellence in pedagogy and knowledge about the market in respective fields, in coherence with the work carried out within the research center. Balance between teaching and research is therefore encouraged. The pedagogical and scientific axes favored by the School allow academics to strengthen their expertise and intellectual contributions concerning pedagogy and teaching and carry out outstanding research simultaneously. The latter activities are centered on the needs of companies and aided by major societal issues and challenges (and providing potential remedies to the latter) via exploring the following angles:

- Societal transitions and emerging behaviors,
- Risks, forecasts and evaluations in a complex universe,

- Territories, networks and interactions.

Potential candidates will benefit from the support of the BBA's pedagogical team, INSEEC Grande Ecole's research center and Research Center & Faculty Group, which bring together faculty of Omnes Education.

A Research and a Faculty in interaction with the accredited Schools of the Omnes Education Group

OMNES Education is a private higher education institution located in France and with strong international scope. Year after year, its development has allowed it to become a major European player in Higher Education and Research. Its mission is to guarantee its students and learners a demanding, high-quality training experience, enabling them to acquire the skills and innovative abilities needed to enter the labor market and develop their careers in line with their expectations and plans in a turbulent global environment.

OMNES EDUCATION's ambition to develop its scientific and intellectual production is based upon five major principles: openness and interdisciplinarity, foresight and adaptability, innovation in pedagogy and learning experience, commitment, attention to the world and care for one and another.

The four accredited Schools of the Omnes Group, specialized in the field of management and digital and technological engineering, are federating their research and support for the professional development of faculty members within the Omnes Education Research Center & Faculty.

Joining the BBA INSEEC allows to the potential candidate to benefit from an accompaniment in the development of projects related to pedagogy and research, combining digital and management skills, and the formalization and submission of European or ANR projects. In addition, the potential candidate can benefit from close cooperation with companies, increase the impact of his/her intellectual contributions and research via public media exposure, undertake projects related to digital pedagogical innovations, and collaborate with the group's Program Management team.

Pedagogical expectations

The candidate must demonstrate expertise and interest in pedagogical engagement and innovation, both in terms of systematically updating of pedagogical content and the learning experience offered to students, from the first to the fourth year of the Bachelor's degree: online courses, Masterclass, hybridization, design thinking, and digital learning. The successful candidate is expected to provide high quality teaching on topics related to his/her field of research, possibly in collaboration with other members of the faculty to which he/she will be joining.

The candidate will also have to prove his/her ability to meet the minimum professional standards required in terms of digital tools: provision of syllabi, use of digital platforms for teaching, among others. Finally, the candidate must be fluent in English.

Scientific expectations

Independently of the scientific quality of his/her application, the candidate must demonstrate an interest in undertaking impactful research, setting up and managing collective research projects (company chairs, European projects, funded projects, etc.), and publish in well-recognized academic journals (FNEGE and ABS rankings). With significant experience, he/she must hold a PhD and/or corresponding postgraduate degree. The potential candidate should demonstrated how his/her work wits with the scientific axes of the Research Center (see above).

Priority will be given to candidates meeting the following requirements:

- Doctorate / PhD in "Marketing",
- Demonstration of the ability to publish in highly ranked academic journals related to the field of research (FNEGE and ABS list),
- Demonstration of excellence in teaching at various levels (bachelor and/or master),
- The candidate must be able to teach specifically in the following disciplines: strategic marketing, digital marketing, and/or international marketing.
- Demonstrate ability to integrate and collaborate with a dynamic research team within the School and with colleagues at other accredited Omnes Education Research Center & Faculty institutions.

The application must contain:

- A letter of motivation,
- An updated and detailed cv with the rankings (FNEGE and ABS) of published articles and a presentation of work in progress in the targeted journals. Also, the candidate should demonstrate good teaching abilities. Previous academic responsibilities and experience with companies are considered as valuable qualities.
- A letter of recommendation.

The application materials must be sent electronically before 05/03/2023 to ABDELJEBAR Yasmina (Administration Research Center; yabdeljeb@omneseducation.com).

The proposed salary and working conditions will be in accordance with the qualifications and experience of the candidate. Beyond this remuneration, bonuses may be granted for scientific publications, other intellectual contributions, pedagogical innovations, administrative responsibilities, in accordance with the Charter of Omnes Education Research Center & Faculty.

For further information about this position, please contact Niki PAPADOPOULOU (npapadopoulou@inseec.com) for the pedagogical part and Hachmi BEN AMEUR, Director of the INSEEC GE Research Center, (hbenameur@inseec.com) for the scientific part.

The pre-selection commission will meet on 10/03/2023. The candidates called to continue the recruitment process would be personally informed by the School's management of the subsequent procedure to be followed.

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