

# **Assistant / Associate Professor in Marketing with specialisation in Consumer Behaviour and Quantitative Methods**

Company:  
**Audencia**

Location:  
**France / Paris**

Discipline:  
**Marketing with specialisation in Consumer Behaviour and Quantitative Methods**

Employment Type:  
**Permanent Full-time**

Posted:  
**2023-11-06**

Contact Person:  
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## **Assistant /Associate Professor in Marketing** **Position reference MKT24-CBQA-AKA**

Audencia (<https://www.audencia.com/>) invites applications for a position as Assistant/Associate Professor in Marketing with specialisation in Consumer Behaviour and Quantitative Methods. The position is for a full-time, non-fixed term contract based in Paris (Saint-Ouen).

### **Position requirements**

The new faculty member will join the Marketing Department at Audencia, enriching our teaching and pedagogical portfolio in 'Consumer Centricity' disciplinary area. Applicants should hold a PhD. and be able to demonstrate teaching proficiency in consumer behaviour and quantitative methods at UG and PG level.

Course development and course management experience in relevant subject area is important; knowledge of sustainable luxury is also advantageous. Previous teaching experience in English is mandatory and being able to teach in French is advantageous, but not essential.

In accordance to the school's strategic development plans, we are open to applications from research active candidates, in addition to candidates with significant industry experience. Research active candidates must demonstrate their ability to publish in peer reviewed journals. Candidates with significant industry experience must demonstrate their ability to publish case studies.

### **Position overview**

The new faculty member will join our Marketing Department, consisting of 26 core faculty members. The Marketing Department is highly reputed internationally recognised department within the business school with a diverse portfolio of academics and researchers. Our research, pedagogy and citizenship initiatives are developed on 'Marketing Reinvented' theme to tackle the evolving challenges resulting from the new industrial revolution. The department has strong strategic research and pedagogical agendas in 4 key areas - 'Consumer Centricity', 'Marketing and Society', 'Digital and Data Driven Marketing', 'Transformation of Retail'. The Marketing Department is also a strong driving force within the new pioneering ecological and social sustainable school of thought -

Gaïa.

The department is expanding with four pioneering MSc programmes to launch in September 2024. There are a number of benefits attached to the contract including an individual research or pedagogical budget, the possibility to apply for additional internal funding opportunities, performance-based bonuses and family medical coverage.

### **The School**

Audencia is triple accredited (AACSB, EQUIS and AMBA) and one of the leading European and French business schools. The school offers a wide range of programs including Bachelors, BBAs, the MS Grande Ecole, MScs, MBA, Executive MBA, European Master in Management, Doctorate and Executive Education Programmes, with 166 core faculty members from 36 countries. The school is very dynamic, has grown significantly in the most recent years and will continue to do so with new positions opening in the future. Audencia fosters both high-level research and high-level pedagogy and has a workload model that allows faculty to place emphasis on either of the two.

The school has campuses in France and abroad. This position is primarily based in the Paris (Saint-Ouen) campus but successful candidate must also be willing to teach across campuses.

### **Application**

Candidates should send a cover letter, a recent curriculum vitae including a detailed list of publications, recent teaching evaluations, and contact information of three referees by e-mail to: Prof. Thibaut BARDON, Associate Dean for Faculty: [faculty-recruitment@audencia.com](mailto:faculty-recruitment@audencia.com).

**Please quote reference MKT24-CBQA-AKA in the subject line of your email.**

Review of applications will begin immediately and will continue until the position is filled.

### **For more information:**

Marketing Head of Department: Prof. Ronnie DAS, [rdas@audencia.com](mailto:rdas@audencia.com)

Marketing Head of Research: Prof. Linda LEMARIE, [linda.lemarie@audencia.com](mailto:linda.lemarie@audencia.com)

Audencia Marketing Department: <https://faculte-recherche.audencia.com/en/departments/marketing/>

Contact Person:

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