

## **Full Professor, Head of the MERCUR (Marketing) Research Center**

Company:  
**SKEMA Business School**

Location:  
**France / Paris, Lille or Sophia Antipolis**

Discipline:  
**Marketing and Technology**

Employment Type:  
**Permanent Full-time**

Posted:  
**2019-01-18**

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

### **Position in Marketing and Technology (W/M)**

**Contract type:** *Permanent contract*

**Full Professor, Head of the MERCUR (Marketing) Research Center**  
**Location:** *SKEMA BUSINESS SCHOOL Paris, Lille or Sophia-Antipolis (Nice)*

#### **Open position at SKEMA BUSINESS SCHOOL**

SKEMA Business School is seeking applicants for the position of **Full Professor in Marketing, with special expertise in marketing and technology**. The successful candidate will have a demonstrated track record in academic research with publications in internationally recognized top journals in marketing or related business fields. He / She will also have coordination / management skills and / or experience, commensurate with the management of the research activities of the research center in marketing. He / She will also have a good teaching record a demonstrable commitment to institutional activities. The position is based on SKEMA's Lille, Paris or Sophia-Antipolis (Nice) campus.

#### **Main responsibilities of the appointee:**

- Manage SKEMA's Research Center in marketing (MERCUR):
  - Define the research policy of the center in line with SKEMA's strategy
  - Provide scientific leadership for members of the center
  - Organize seminars and other research-related activities
  - Manage and mentor team members to ensure research quality and productivity
  - Lead or participate in activities designed to raise SKEMA's profile in academic research, including seeking external funding.

- Participate in school-wide activities relating to the position
- Produce publications in internationally recognized peer-reviewed journals.
- Teach courses in management in different years and programs.

### **Requirements:**

- Hold a PhD in Marketing or a related business field.
- Peer-reviewed publications in relevant top journals.
- Experience in a coordination role.
- Experience in obtaining funding.
- Demonstrated ability to deliver excellent teaching at different levels.
- Ability to teach in English.
- Be a good team player.

### **About the research center in Marketing: MERCUR**

MERCUR Resarch Center is dedicated to promoting top level research. The main fields of expertise of the research center currently include:

- Identity and consumption culture;
- Transformative consumption
- Sustainability and e-commerce
- Commercial evolutions

We organize regular research seminars on the three French campuses, host international workshops and run a PhD program in Marketing.

SKEMA offers publication bonuses for peer-reviewed publications, following the French CNRS Journals Ranking list.

SKEMA offers many programs in marketing and digital marketing such as the MSc in International Marketing & Business Development and a MS in e-commerce.

### **About SKEMA**

SKEMA Business School is an EQUIS, AACSB and AMBA -accredited academic institution. SKEMA is one of Europe's fastest growing business schools. It currently operates on three continents with campuses in France (Sophia Antipolis, Lille and Paris), China (Suzhou), Brazil (Belo Horizonte) and the US (Raleigh - NC State campus).

The school offers a wide range of management programs, taught in English and in French, at Bachelor, Master and Doctoral levels, as well as Executive Education. More than 7500 students are currently enrolled in the school's programs worldwide. SKEMA is positioning itself as the leadership school, training the pioneer knowledge economy decision-makers throughout the world.

Today, SKEMA is giving means to its ambition and is developing an innovative multi-campus school project on an international scale.

This is why it needs to be at the forefront of innovation, particularly in terms of education. To train the talents of the future, SKEMA needs the skills of men and women who reflect the school's values: academic excellence, humanism and multiculturalism.

The faculty at SKEMA comprises more than 170 professors. The expertise of our faculty enables us to provide educational programs which reflect the opportunities and challenges of the global economic environment.

### **Application procedure**

Applicants should send curriculum vitae, a cover letter, a selection of three representative publications OR details of practitioner experience, a teaching statement and teaching assessments (if available).

**Please send the complete application package by email to: [recrutementfaculty@skema.edu](mailto:recrutementfaculty@skema.edu)**

**With object: Application Position in Marketing / Direction Centre**

Contact Person:

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