



## RECRUITMENT OF A FULL-TIME ASSOCIATE PROFESSOR IN MARKETING (M/W) AT ICN BUSINESS SCHOOL - NANCY

Founded in 1905, EQUIS, AMBA & AACSB accredited, ICN Business School, a French Grande Ecole in Management, is one of the leading business schools in Europe. ICN has several campuses and teaching sites, including Nancy and Paris, France, as well as Berlin and Nuremberg, Germany. In Nancy, ICN is located on the ARTEM campus, a common campus shared between the ARTEM partner institutions, the National School of Art and Design and the National School of Engineering.

ICN Business School strives to be a reference in innovative, transdisciplinary and responsible business education in the heart of Europe. ICN prepares students and managers to meet the needs of today's and tomorrow's workplace. Innovation, creativity and the capacity to work beyond traditional disciplinary borders are fostered through the school's Art-Technology-Management teaching and learning philosophy, and ongoing commitment to CSR. The School hosts the UNESCO Chair "Art and Science for Sustainable Development Goals" that promotes transdisciplinary research, education and training for implementing SDGs.

In line with its mission and vision, ICN Business School values openness, commitment and team spirit from faculty, staff and students. The School counts 3,000 students, a highly international faculty of more than 70 professors, more than 120 partner universities around the world and a vast corporate network. It offers a wide range of programs including a Bachelor and an MSc in Management, specialised Master degrees, an Executive MBA, a PhD, as well as non-degree executive programmes.

ICN expects a commitment to high quality research, teaching and student support from its faculty. The School offers an attractive remuneration and incentive package, in line with the position and the qualifications of the successful candidate. Financial bonuses for publications in selected journals are offered.

### Requirements

The ideal candidate for this position at ICN's Marketing Department must have a strong teaching experience and research interest in **digital marketing** including **big data, artificial intelligence**, etc. An additional specialization/interest in **international marketing** as well as **B2B markets** would be a plus.

All faculty members are expected to pursue research excellence, preferably connecting to the school's main research themes (including CSR/SD, transdisciplinarity, innovation and **Art-Technology-Management**, a.k.a. ARTEM) and to teach to multiple audiences (Bachelor, Master, Executive Education) in English and on the different campuses and teaching sites of the school. Ability to teach in French will be considered an asset. Candidates are expected to demonstrate their willingness to innovate in the design of courses, teaching material and teaching methods.

To be appointable as Associate Professor, candidates must have a PhD and several years of work experience in higher education or research, a record of excellence in research with publications in internationally leading journals, and evidence of strong teaching quality. Previous experience in the corporate world will be considered an asset.

The application should consist of:

- a curriculum vitae,
- a cover letter,
- a research plan, a teaching statement and teaching assessments (if available).

The complete application package should be submitted in English online via the following link: <https://www.icn-artem.com/en/want-to-work-at-icn/> then click on the button "APPLY".

Questions can be directed to the Head of the Marketing Department:

[Christophe.Rethore@icn-artem.com](mailto:Christophe.Rethore@icn-artem.com)