

Position Announcement

Associate Professor of Practice

Esade Business School, Marketing Department

Esade Business School seeks to appoint a faculty member with a professional and teaching profile in the area of Digital Marketing. The successful candidate is expected to join Esade in September 2022.

Candidates should have a proven successful teaching record in the area of digital marketing. Excellent teaching skills in English are expected and the ability to work with students at all levels: undergraduate, masters and executive.

It is also expected that they own a PhD or DBA at the time of joining Esade.

Ideal candidates should also have close connections with management practice and/or professional experience in the area of digital marketing/business. In addition, it will be especially appreciated that the candidates show the ability to conduct academic research resulting in papers/studies targeted to academic journals. In this same line, ideal candidates should also have written articles for practitioner audiences and contributed to the social debate in mass media.

The marketing department at Esade is a growing and dynamic group focused on tackling issues that concern the relationships of organisations with their customers. Under this general motivation, our research spans different substantive and methodological orientations, placing as much importance on the underlying question as it does on rigor.

From the standpoint of teaching, the department enjoys a solid reputation in the school across programs: we constantly strive to improve the classroom experience and translate our research to ideas and advice that is relevant to (future and current) managers, public policy makers or consumer groups.

Esade comprises a business school and a law school, currently spread across three campuses: Barcelona, Sant Cugat del Vallès and Madrid. In turn, Esade is a member of the Ramon Llull University. The school's official mission is "to educate highly-professional individuals aware of

their responsibilities as national and global citizens, sensitive to issues of solidarity and social justice and keen to engage in collective projects.” Its tagline is “Do good. Do better.”

It runs a wide range of business courses of Business Administration and Law at degree and postgraduate levels in Spanish and English. Esade has co-operation agreements with many top universities around the globe and offers a wide range of programs in all branches of Business Administration and Law.

Interested parties should send:

- A cover letter containing a brief statement of teaching and scholarship interests
- A CV
- The names and contact details of three people who have agreed to act as possible referees
- Two recent examples of publications and or pedagogical material (cases, technical notes)
- Any other information such as teaching evaluations, teaching awards, etc. that can help the selection committee.

Please send your materials by e-mail in a unique pdf to: facultypositions@esade.edu

Ref.: Marketing - Associate Professor of Practice

The **deadline** to send applications is **April 1st, 2022**.