

## Two Tenure-Track Positions in Marketing

The Department of Marketing at Rutgers Business School—Newark and New Brunswick invites applications for two tenure-track positions to start in September 2024.

### Position 1: Assistant/Associate/Full Professor

For this position, we are in search of an outstanding or emerging scholar who has a strong interest in publicly engaged scholarship and teaching in any substantive areas in marketing, including behavioral, quantitative, or managerial studies. In terms of research, the ideal candidate would conduct research on issues of public policy such as race and marketplace discrimination and engage in promoting diversity, equity, and inclusion in various marketing practices. Further, the candidate is expected to mentor our diverse students and teach courses, including multicultural and ethnic marketing.

Candidates should have completed their Ph.D. in Marketing or a related field before joining Rutgers and have experience commensurate to the position. Applicants to this position should apply online by uploading files to <https://jobs.rutgers.edu/postings/175806>.

### Position 2: Assistant Professor

This position is focused on a promising scholar whose research interests are aligned with growing and emerging technologies applied in marketing. Special consideration will be given to applicants who demonstrate cutting-edge research potential in applying modern marketing technologies (martech), including, but not limited to, artificial intelligence, machine learning, blockchain, and the metaverse. Specific application areas within marketing remain open, including marketing analytics/insights, customer journey, advertising, and pricing.

Candidates should have completed their Ph.D. in Marketing or a related field before joining Rutgers. Applicants to this position should apply online by uploading files to <https://jobs.rutgers.edu/postings/176147>.

### For Both Positions

Rutgers Business School is ranked #1 among public business schools in the Northeast US and spans campuses in Newark and New Brunswick. Faculty members are expected to teach at both locations.

Applicants seeking more information about this position should contact Professor Kristina Durante, Vice Chair of the Marketing Department ([kdurante@business.rutgers.edu](mailto:kdurante@business.rutgers.edu)). We will begin online interviews in September 2023. For full consideration, applications should be received by August 18, 2022, but later applications will be considered until the position is filled. Online applications should include a cover letter, a CV, three reference letters, a statement of

research and teaching interests, copies of any manuscripts/publications, and evidence of teaching effectiveness.

### **Affirmative Action/Equal Employment Opportunity Statement**

It is university policy to provide equal employment opportunity to all its employees and applicants for employment regardless of their race, creed, color, national origin, age, ancestry, nationality, marital or domestic partnership or civil union status, sex, pregnancy, gender identity or expression, disability status, liability for military service, protected veteran status, affectional or sexual orientation, atypical cellular or blood trait, genetic information (including the refusal to submit to genetic testing), or any other category protected by law. As an institution, we value diversity of background and opinion, and prohibit discrimination or harassment on the basis of any legally protected class in the areas of hiring, recruitment, promotion, transfer, demotion, training, compensation, pay, fringe benefits, layoff, termination or any other terms and conditions of employment. For additional information please see the Non-Discrimination Statement at the following web address:

<http://uhr.rutgers.edu/non-discrimination-statement>