

The HES-SO Geneva is recruiting for its department in **International Business Management** at the Haute Ecole de Gestion de Genève:

## **An Associate Professor in Consumer science and analytics**

**Activity Rate: 100%**

### **Missions**

- Teach in the fields of marketing, analytics, digital and quantitative customer experience, in our Bachelor and Master programs, as well as in continuing education programs
- Supervise Bachelor and Master theses
- Conduct applied research projects in the fields of marketing analytics, digital marketing, and/or consumer science, including outreach activities such as conferences, scientific articles, and mainstream publications
- Acquire research funding from national and/or international funding agencies such as SNSF, CTI or European agencies, and develop consulting mandates with private sector industry partners
- Perform administrative and organizational activities related to the field of teaching and research

### **Profile**

- Master degree (or equivalent diploma) related to the field of marketing, consumer science, or related fields, with a profile including strong quantitative aspects; a PhD in a related field is a very important asset
- Proven track record of securing funding for applied research, conducting research projects and managing a research team, as well as of obtaining and performing consulting mandates
- Strong teaching experience at the Bachelor and Master levels necessary
- Professional experience of at least 5 years in an environment involving quantitative methods; experience in working in an international environment; a good knowledge of Swiss economic environment is also an important asset
- Ability to operate in a complex changing environment and work with a team
- Good communication and writing skills in English (the department's teaching language is English). Working knowledge of French is expected

**Deadline for application: February 28, 2019**

**Starting date: September 1, 2019 or to be agreed upon**

**The University of Applied Sciences Western Switzerland (HES-SO) Geneva is an equal opportunity employer**

### **About us:**

**Haute école de gestion de Genève (Geneva school of business administration)** is the largest business school of the HES-SO network in the French-speaking part of Switzerland, with approximately 1500 undergraduate students, and around 300 students in executive education programs. HEG-Geneva is a public, practice-oriented, university-level institution, delivering Bachelor and Master degrees. Our programs are designed to train tomorrow's professionals. HEG-Geneva is positioning itself as the reference school in terms of applied management in the Geneva region.

### **Haute école de gestion de Genève**

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**International Business Management** is a young and dynamic department created in 2013. Providing a unique Bachelor program entirely in English, it currently hosts around 350 undergraduate students. Built on a mix of professors, lecturers and external lecturers, the department has contributed to increase the international activities of HEG-Geneva. Research activities in the department are focusing on quantitative aspects of business.

**The complete application** (cover letter, curriculum vitae including publications list, research and teaching statements, copies of diplomas and work certificates, as well as the names and emails of three references who could be contacted directly) should be submitted electronically, in pdf format, under confidential cover to:

Mrs Claire Baribaud, Director – Haute école de gestion de Genève - [rh.heg@hesge.ch](mailto:rh.heg@hesge.ch)  
with mention “Associate professor position in Consumer science and analytics”

**Inquiry:** Information regarding the job description, salary and working conditions can be requested from Mrs Floriane Maurer ([floriane.maurer@hesge.ch](mailto:floriane.maurer@hesge.ch)). Indications about salaries can be found on the state of Geneva salary scale (link below) and are very competitive. Associate professors UAS rank in the category 25 of the salary scale.

[http://ge.ch/etat-employeur/media/site\\_etat-employeur/files/imce/documents/a\\_telecharger/echelle\\_des\\_traitements\\_annee\\_en\\_cours.pdf](http://ge.ch/etat-employeur/media/site_etat-employeur/files/imce/documents/a_telecharger/echelle_des_traitements_annee_en_cours.pdf)

Only complete applications corresponding to the required profile and submitted before the deadline will be reviewed.

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