

GEORGIA STATE UNIVERSITY
J. Mack Robinson College of Business

Faculty Positions in Marketing

The Department of Marketing of the J. Mack Robinson College of Business at Georgia State University invites applications for one or more tenure-track positions to begin in Fall 2012. This appointment is in support of a strategic initiative focused on brand/customer management. The new faculty member will be affiliated with the Center for Excellence in Brand and Customer Management (CEBCM) and Professor V Kumar serves as the Executive Director of this center. The Department seeks candidates with research interests in the modeling and strategic aspects of Customer Relationship Marketing, Brand Equity, Marketing Metrics, Customer Loyalty, Customer Lifetime Value and/or Social Media, and teaching interests in Marketing Strategy, Customer Relationship Marketing, Brand Management, Social Media and related areas.

JOB QUALIFICATIONS

Qualified candidates will have completed a Ph.D. in Marketing or a cognate field (or Ph.D. candidacy with prospect of completion before Fall 2012), have demonstrated research skills through refereed publications and/or working papers, and have strong capability in teaching. Rank is open but we expect to hire at the level of assistant professor, ranging from new doctorates to experienced assistant professors. Candidates for non-entry appointments must show evidence of a distinguished scholarly record with publications in premier marketing journals and teaching excellence.

ABOUT THE ENVIRONMENT

Georgia State University's J. Mack Robinson College of Business is one of the largest business schools in the country with an enrollment of approximately 8,000 students, including about 1,800 master's students and 125 doctoral students. Our part-time MBA program for working professionals is ranked among the best by Bloomberg Businessweek and U.S. News & World Report. Our Executive MBA is rated among the best in the world by the Financial Times. Georgia State University is located in the heart of Atlanta and has strong ties with Atlanta's business leaders, many of whom are alumni of the Robinson College. The Marketing Department offers BBA, MBA, MS and PhD programs in marketing. Fully accredited by the AACSB, the College expects and supports faculty research leading to publication in top tier journals. Excellence in teaching is also highly valued. Salary, teaching loads, and other types of support are competitive with other research universities. The position is contingent upon final budget approval by the university.

FOR FURTHER INFORMATION AND APPLICATION PROCEDURE

Review of applications will begin immediately and continue until the position is filled. Please submit nominations or applications electronically to Professor Naveen Donthu, Department Chair, at gsumktjob12@yahoo.com.

Preference will be given to applications received by August 10, 2011.

GEORGIA STATE UNIVERSITY IS AN EQUAL OPPORTUNITY EDUCATIONAL INSTITUTION/AFFIRMATIVE
ACTION EMPLOYER