HEC® Liège (University of Liège) invites applications for a full-time academic position in Marketing & Strategy starting on October 1, 2019.

Offer reference: HEC 1174

HEC® Liège is the management school of the University of Liège. HEC® Liège is one of the leading Belgian university business schools for graduate and postgraduate programs with more than 115 full-time faculty members and researchers and more than 2,900 students. HEC® Liège is a dynamic institution that heavily promotes an active pedagogy, leading students to contribute actively to their own education. The international vision of HEC® Liège translates into multiple research activities in management and economics, numerous partnerships with worldwide companies and universities, and growing internationalization of its programs and faculty.

The school’s commitment to, and continuing investment in, quality improvement has been recognized through the AACSB award and the EQUIS award delivered by the international accreditation body EFMD. HEC® Liège also holds the EPAS award for each of its three main programs: the Master in Management, the Master in Business Engineering, and the Doctoral Program. The specialization “Banking and Asset Management” of the Master in Management has recently been accepted into the CFA Institute University Recognition Program. HEC® Liège is also a member of the Conférence des Grandes Ecoles.

HEC® Liège is located in Liège, Belgium’s third largest city, and the largest agglomeration of the French-speaking Walloon region. At the heart of Europe, Liège is the third inland port of Europe and the seventh freight airport in Europe. Recognized for its quality of life and its rich historical heritage, Liège is ideally situated within the Meuse-Rhine Euregio, 30 km from Maastricht (the Netherlands) and 60 km from Aachen (Germany). It is less than 1.5 hours away from Cologne, 2.5 hours from Paris and 4 hours from London by high-speed train (TGV) starting from the new magnificent train station designed by the renowned architect Santiago Calatrava.

A description of the HEC® Liège work environment can be found at: http://www.heculg.ac.be/en/hec-liege/strengths-of-hec-liege

Job description

Research
- You are an ambitious researcher in the marketing & strategy domains, preferably within the subdomains service innovation or marketing analytics.
- You strive for excellence in research by publishing in top-tier journals.
- You will contribute to the development of the marketing team of HEC Liège by initiating high potential research projects, acquiring research funding, enlarging the number of international collaborations, and supervising PhD dissertations, among others.
- You will contribute to the reputation of the marketing team by communicating your research findings to the public in general and to the Faculty’s stakeholders in particular, and by participating in international conferences, among others.
- You will actively organize and take part in research activities such as research seminars, brown-bag seminars, and workshops.

Teaching
- You will teach courses in the domains of Marketing & Strategy (especially related to Marketing analytics as well as Strategic Marketing), while using a research- and practice-based approach, at bachelor, master, doctoral, and executive level. Other courses may be allocated depending on the specific needs of the marketing team and your expertise, based on mutual agreement.
- You will ensure the best student experience while providing and delivering innovative, quality courses that include up-to-date scientific findings and frameworks.
- You will supervise master theses on various topics in the field of Marketing & Strategy.
Service
- You will contribute to the development of the strategic research domain “Marketing & Service Innovation” by taking on managerial and leadership responsibilities.
- You will promote HEC Liège and enhance its visibility through the organization and participation in different events.
- You will develop programs and be the academic responsible of programs related to your expertise in Executive Education.

Profile
- You should have a PhD. Your PhD should be in Economics or Business, with an emphasis on Marketing & Strategy, or in a related domain with evidence of expertise in the Marketing field.
- You have an excellent research potential. The quality of your research should be evidenced by publications in top-tier peer reviewed journals, promising research projects on topics related to the research priorities of the “Marketing & Service Innovation” research domain.
- You have a relevant international research experience.
- You have teaching experience at the university level and can demonstrate strong didactic skills. You have a strong interest in academic teaching as well as experience in research- and practice-based teaching. When teaching, you put strong emphasis on the creativity as well as digital and international aspects of marketing & strategy.
- You should be communicative, highly motivated, and proactive. You are a team player and strive for excellence in both research and teaching.
- You should have excellent knowledge of English (written and spoken), and must demonstrate an actual good knowledge of French to be able to supervise master theses in French. The knowledge of an extra language is a plus.

Tenure track candidates start with limited teaching duties allowing them to allocate 40% of their working time to research activities. A positive evaluation at the end of the probation period is subject to the candidate’s demonstrated performance in teaching, research, and service.

Application package:
- Motivation letter and curriculum vitae showing the experience/expertise of the candidate in marketing;
- List of recent publications and international and national collaborations;
- Letter describing their research interest (5 pages at most);
- Two recommendation letters (the candidate should not send those letters him/herself). Instead, the scholar recommending the candidate should send his/her recommendation letter to Sylvie Borras by email: sylvie.boras@uliege.be

To be sent, by registered post, to Professor P. Wolper, Recteur, Université de Liège, 7 Place du 20 Août, 4000 Liège, Belgium, by April 26 2019

with an electronic copy to sylvie.boras@uliege.be

For further information, contact Cécile Delcourt, Associate Professor in Marketing (cecile.delcourt@uliege.be).

The date of the interviews for the shortlisted candidates has been set up on 22/05/2019 in the morning. Shortlisted candidates will be notified at the latest on 07/05/2019 that they are invited for an interview on 22/05/2019.

The salary grids and their rules of application are available from the University’s Human Resource Office: Mrs Ludivine DEPAS – tel.: +32 4 366 52 04 – Ludivine.Depas@uliege.be

Academic posts are allocated either immediately on a permanent basis, or for a fixed term of four years which may lead to a permanent appointment.
In the case of a four-year appointment, the person concerned will be assessed at the end of the third year. If the outcome of the assessment is negative, the person concerned shall complete their four-year term with no possibility of an extension.
If the outcome of the assessment is positive, the person concerned will be appointed on a permanent basis.