Two Assistant Professor 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 2025.

Position 1: Assistant Professor of Marketing

With the rapid advance in data science technology, particularly in generative AI, marketing is quickly transforming into a data-intensive discipline. We seek to hire an academic faculty at the assistant professor level who can offer expertise in the new and emerging technologies to prepare our students for positions and leadership roles in modern marketing that require analytical skills to interpret complex marketing insights into actionable business decisions.

Responsibilities: The candidate will conduct cutting-edge research in marketing aligned with emerging technologies, including, but not limited to, artificial intelligence, machine learning, blockchain, and the metaverse, and will have teaching assignments on these topics. Specific application areas within marketing remain open. The candidate will teach at the graduate and undergraduate levels on the Newark and New Brunswick campuses. The standard teaching load is 12 credits per academic year.   Also, the candidate will participate in developing the marketing curriculum for AI and analytics.

Requirement: 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/231335.

Position 2: Assistant Professor of Marketing

Digital commerce has seen steady growth in the past two decades but has exploded in the past few years after the coronavirus pandemic. Social media platforms such as Facebook, Twitter, and Instagram have fundamentally changed how products and services are marketed. We seek to hire an academic faculty at the assistant professor level who can offer expertise in digital marketing strategies to prepare our students for positions and leadership roles in strategic decisions in digital marketing and transformation.

Responsibilities: The candidate will conduct research on applying digital platforms to strategic thinking in one or more areas, including, but not limited to, retailing, advertising and promotion, mobile and social media marketing, product innovation, branding, and pricing, and will have teaching assignments on these topics. The candidate will teach at the graduate and undergraduate levels on the Newark and New Brunswick campuses. The standard teaching load is 12 credits per academic year.   Also, the candidate will participate in redesigning the marketing curriculum for digital marketing strategy.

Requirement: 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/231338

For Both Positions

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

Applicants seeking more information about this position should contact Professor S. Chan Choi, Chair of the Marketing Department (chanchoi@rutgers,edu). We will begin online interviews in early August 2024. For full consideration, applications should be received by August 4, 2024, 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