

Department: Marketing
Faculty Hire Number: 20-01

Effective Date of Appointment: August 19, 2020
(Subject to Budgetary Approval)

Rank: Assistant/Associate Professor
(2 Positions)

Salary: Dependent upon qualifications

About the University

One of the largest universities in the country, California State University, Northridge (CSUN) is an urban, comprehensive university that delivers award-winning undergraduate and graduate programs to nearly 40,000 students annually and counts more than 330,000 alumni who elevate Southern California and beyond. Since its founding in 1958, CSUN has made a significant and long-term economic impact on California, generating nearly \$1.9 billion in economic impact and more than 11,700 jobs each year. The LAEDC recognized CSUN as its 2015 Eddy Award winner for its positive economic impact. Serving more students on Pell Grants than any other institution in California, CSUN is also a social elevator and one of the most diverse universities in the country. CSUN ranks 13th in awarding bachelor's degrees to traditionally underserved students and enrolls the largest number of Deaf and Hard-of-Hearing students of any U.S. state university. The journal Nature recently named CSUN a Rising Star for scientific research, and the NSF ranks CSUN in the top five nationally among similar institutions for graduates who go on to earn doctorates in the sciences. CSUN is where individuals rise. And through them, so does Greater Los Angeles and beyond.

About the College

The David Nazarian College of Business and Economics is one of largest business schools in the nation and is accredited by AACSB, the highest standard in business and management education. We offer a variety of outstanding academic programs, including undergraduate programs in accountancy, business administration, economics, finance, information systems, management, and marketing. Many of our most capable undergraduate students enroll in our honors program as a recognition of their demonstrated academic success and as a program to encourage their continued academic growth. For more information visit the college website at www.csun.edu/busecon.

About the Department

The Marketing Department serves more than 1,200 marketing majors, representing about 18% of the students in the David Nazarian College. We hone students' skills with client-based projects, internships, and career opportunities by partnering with a broad range of organizations from local entrepreneurial and family-owned businesses to Fortune 500 companies in addition to the not-for-profit sector. The Marketing Department offers an innovative curriculum, which includes a B.S.B.A. in Marketing option, Marketing and Interactive Marketing minors, coursework and a marketing specialization in the MBA program, an 18-unit Graduate Certificate in Business Administration, and courses in an interdisciplinary master's degree in Music Industry Administration. The Department faculty value a collegial environment of collaboration, and our faculty engage in research encompassing a wide range of theoretical and methodological approaches. Some of the most recent publications by our faculty include top-tier and well-respected marketing journals such as *Marketing Science*, *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Retailing*, *Journal of Consumer Behaviour*, *Journal of the Academy of Marketing Science*, *Journal of Public Policy and Marketing*, *Journal of Research in Interactive Marketing*, *Journal of Consumer Culture*, *Journal of Applied Psychology*, *Journal of Consumer Affairs*, and *Journal of Marketing Education*. For more information visit the department website at <http://www.csun.edu/marketing>.

CSUN's Commitment to You

CSUN is committed to achieving excellence through teaching, scholarship, learning and inclusion. Our values include a respect for all people, building partnerships with the community and the encouragement of innovation, experimentation and creativity. CSUN strives to cultivate a community in which a diverse

population can learn and work in an atmosphere of civility and respect. CSUN is especially interested in candidates who make contributions to equity and inclusion in the pursuit of excellence for all members of the university community.

For more information about the University, check visit website at: <http://www.csun.edu>

Qualifications

A research doctoral degree in marketing or a closely related discipline from an AACSB-accredited institution is required by the time of appointment (August 19, 2020). Candidates must demonstrate promise for teaching excellence of undergraduate and MBA students in an environment that emphasizes applied and experiential learning. Candidates must possess strong quantitative and analytic skills, and through professional experience and/or coursework and study have a developed understanding of current marketing theory and practice, including technological and digital applications. We seek a candidate with interest, willingness, and talent to teach quantitative marketing and/or marketing management/strategy courses at the undergraduate and graduate levels, and to develop a portfolio of teaching expertise by tenure that includes specialized electives in marketing. Candidates must demonstrate research productivity commensurate with their experience, and a capacity to develop and sustain a research program that will result in peer-reviewed publications. The ability to communicate effectively and work cooperatively with colleagues in a diverse campus community is required. Candidates must also possess the ability to educate and mentor a diverse student population. Candidates must meet and maintain CSUN's requirements for classification as Scholarly Academic (SA) under the 2013 AACSB International standards of qualification throughout their tenure. At time of appointment, the successful candidate, if not a U.S. citizen, must have authorization from the Bureau of Citizenship and Immigration Services to work in the United States.

Responsibilities

We seek applicants who want to be an active part of a collegial department. Marketing faculty are expected to produce quality research, deliver excellent teaching in undergraduate and graduate-level marketing courses using a variety of effective pedagogies, and engage in service activities for the department, college, university and community. With years of service, we expect our faculty to assume an active role in the planning and governance of the institution.

Application Deadline

Screening of applications will begin **July 17, 2019**. Priority will be given to applicants who meet the screening deadline. However, the position will remain open until filled.

How to Apply

Applicants must submit a letter of application stating whether application is for Strategy or Analytics position, curriculum vitae, and contact information for three professional references to the Interfolio application link below. In later phases of the search process, applicants may be requested to provide verification of terminal degrees, licenses and certificates.

This institution is using Interfolio's ByCommittee to conduct this search. Applicants to this position receive a free Dossier account and can send all application materials, including confidential letters of recommendation, free of charge to:

<https://apply.interfolio.com/64132>

General Information

In compliance with the Annual Security Report & Fire Safety Report of Campus Security Policy and Campus Crime Statistics Act, California State University, Northridge has made crime-reporting statistics available on-line [here](#). Print copies are available by request from the Department of Police Services, the Office for Faculty Affairs, and the Office of Equity and Diversity.

The person holding this position may be considered a 'mandated reporter' under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in [CSU Executive Order 1083](#) as a condition of employment.

A background check (including a criminal records check) must be completed satisfactorily before any candidate can be offered a position with the CSU. Failure to satisfactorily complete the background check may affect the application status of applicants or continued employment of current CSU employees who apply for the position.

CSUN is an Equal Opportunity Employer and prohibits discrimination on the basis of race, color, ethnicity, religion, national origin, age, gender, gender identity/expression, sexual orientation, genetic information, medical condition, marital status, veteran status, and disability. Our nondiscrimination policy is set forth in [CSU Executive Order 1096](#). Reasonable accommodations will be provided for applicants with disabilities who self-disclose by contacting Faculty Affairs at (818) 677-2962.