

Associate/Full Professor, Marketing
University at Buffalo, The State University of New York

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Posted Jan. 28, 2025, set to expire Aug. 4, 2025

Job Title	Associate/Full Professor, Marketing
Department	Marketing
Institution	University at Buffalo, The State University of New York Buffalo, New York
Date Posted	Jan. 28, 2025
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Associate Professor Professor
Academic Field(s)	Marketing Business - General
Job Website	https://www.ubjobs.buffalo.edu/postings/55492

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Job Description

The [School of Management](#) at the University at Buffalo (State University of New York, SUNY at Buffalo), invites nominations and applications for one tenured faculty positions at the rank of **Associate/Full Professor** (10-month) in the Department of Marketing. This position will be expected to help significantly grow and shape the school's research profile and provide excellent teaching in marketing.

The successful candidate will have:

- An outstanding record of influential scholarship as evidenced by a strong citation record, and be eligible for a tenured appointment at the rank of Associate/Full Professor at an AAU (Association

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- of American Universities);
- A demonstrated record of success as an academic leader and team builder, developing and enhancing research and educational relationships among faculty, alumni, and affiliated units;
- A demonstrated record of success teaching at undergraduate, masters, and doctoral levels, including online education.
- The proposed effective date for this faculty position is September 1, 2025.
- The search committee is especially interested in candidates who, through their research, teaching, and/or service, will contribute to the diversity and excellence of the academic community.

About the Marketing Department

The Marketing Department at UB consists of 9 full-time faculty members with an impressive range of research and teaching expertise. The department is composed of 6 behaviorally focused and 3 quantitatively focused faculty colleagues. The department is also home to **Center of Marketing Analysis**, whose mission is to connect industry with academics through academic research and education programs, to solve business problems and provide innovative learning experiences.

The Behavioral Research Lab in the Marketing Department bridges the gap between academic theory and practical insights into human behavior. Using advanced neuromarketing tools like eye-tracking, facial coding, and galvanic skin response, the lab help uncovers what drives decision-making. The Behavioral Research Lab empowers students, faculty, and external collaborators with state-of-the-art resources to conduct research that makes a tangible impact in the real world.

About the School of Management & the University at Buffalo:

The profile and stature of the [UB School of Management](#) is on the rise. The school has been ranked by the Financial Times, Forbes, U.S. News & World Report, and The Wall Street Journal for the quality of its programs and the return on investment it provides its graduates. Along with healthcare and entrepreneurship, the UB School of Management has identified leadership as a strategic priority. The UB School of Management is recognized for its emphasis on real-world learning, community and economic impact, and the global perspective of its faculty, students and alumni.

Buffalo is home to iconic historical landmarks such as the Underground Railroad and has other diverse attractions, including the African American Cultural Center, Buffalo Black Achievers Museum, and the Seneca-Iroquois Museum National Museum. There are annual cultural events including the Juneteenth Festival, Festival of India, Egyptian Festival, Northwest Jazz Festival, and others. Buffalo is close to two significant wine growing regions-Niagara Escarpment and the Finger Lakes region. In addition, the Adirondack Mountains are half-a-day's drive from Buffalo. Rich in natural resources and beauty, the Buffalo Niagara area is a four-season region that offers the best for seasonal sports enthusiasts. These

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features along with the economic and cultural revitalization being experienced by the city and surrounding region and its affordability, make the region highly attractive as evidenced by Buffalo's top rankings in multiple categories as a place to live. Additional information about the area can be found [here](#).

Outstanding Benefits Package

Working at UB comes with benefits that exceed salary alone. There are personal rewards including comprehensive health and retirement plan options. We also focus on creating and sustaining a healthy mix of work, personal and academic pursuit - all in an effort to support your work-life effectiveness. We support your growth and development through our career coaching and training department and we qualify as a public service loan forgiveness organization. Learn more about the great [benefits](#) the University at Buffalo has to offer.

About the University at Buffalo

The University at Buffalo (UB) #ubuffalo is one of America's leading public research universities and a flagship of the State University of New York system, recognized for our excellence and our impact. UB is a premier, research-intensive public university dedicated to academic excellence. Our research, creative activity and people positively impact the world. Like the city we call home, UB is distinguished by a culture of resilient optimism, resourceful thinking and pragmatic dreaming that enables us to reach others every day. Visit our website to learn more about the [University at Buffalo](#).

University at Buffalo is an affirmative action/equal opportunity employer and, in keeping with our commitment, welcomes all to apply including veterans and individuals with disabilities.

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact