

Canada Research Chair (Tier 2) Faculty Position in Data Analytics in Marketing (Internal)

The **Ivey Business School** at Western University seeks candidates for a Tier 2 Canada Research Chair in Data Analytics and Machine Learning in Marketing. The CRC opportunity is open to faculty who hold a probationary (tenure-track) or tenured position at the Ivey Business School. The selected candidate will be nominated by The University of Western Ontario to apply for the Tier 2 CRC in Data Analytics at the earliest opportunity.

The school's goal is to produce high-quality research that is suitable for the *Financial Times* 50 list of publications and is strongly connected to practice. A successful candidate also will be expected to teach Data Analytics, Artificial Intelligence (AI) and Machine Learning related courses in Marketing in our student-centered, case-based undergraduate, MBA, or EMBA programs, or in the MSc or PhD programs. Finally, the candidate will be expected to contribute to Ivey's positive, inclusive, and strongly collegial atmosphere.

The rationale for this new Tier 2 CRC speaks to the AI and Machine Learning trends and innovations in marketing in the academic and practitioner worlds. The first decade of the 21st century saw an exponential growth in digital data. As a result, there is a potential payoff of data analytics for business, where datasets of previously unimaginable value now sit, offering opportunities to reveal patterns, trends, and associations related to customer preferences and behaviour. Many senior managers understand that much of the available data ready to be mined for valuable information are now actually provided by customers themselves.

Recognizing the challenges of today's growing wealth of real-world data, and the difficulties of translating that data into actionable insights for marketing decision-making, we seek a researcher focused on AI and Machine Learning techniques with applications in marketing and social media analytics, B2B marketing, or Bayesian statistics. The Tier 2 CRC candidate should be able to leverage related research in unstructured text analysis using programming and data analysis skills to enable companies to derive actionable intelligence from user-generated content (UGC) or publicly available social media data. Expertise in methods designed to mine customer-generated information such as online product reviews for decision making is essential. Thus, the ideal candidate can connect multiple disciplines, including computer science, statistics, and marketing through machine learning using advanced computer science techniques, through big data and audio/video content mining. The ability to extend AI and Machine Learning methodologies also is highly valued.

In accordance with the regulations set for Tier 2 Canada Research Chairs (www.chairs-chaires.gc.ca), Tier 2 chairs are intended for exceptional emerging scholars (i.e., candidates must have less than 10 years of experience as an active researcher in their field at the time of nomination). Applicants who are more than 10 years from having earned their highest degree (and where career breaks exist, such as maternity, parental or extended sick leave, clinical training, etc.) may have their eligibility for a Tier 2 Chair assessed through the program's Tier 2 justification process; please contact Research Development at The University of Western Ontario at ResearchWesternCRC@uwo.ca for more information. Please consult the Canada Research Chair website for full information, including further details on eligibility criteria. http://www.chairs-chaires.gc.ca/program-programme/nomination-mise_en_candidature-eng.aspx

APPLICATION PROCEDURE: Applicants are encouraged to submit materials online to facultypositions@ivey.ca. Required documentation for application:

- i. CV
- ii. Detailed letter of interest (maximum of 4 pages) describing the five-year Proposed Research Program:
 1. Context, including what makes the research program original, innovative and of high quality how the proposed research relates to the applicant's ongoing work, and the anticipated contribution;
 2. Methodology, including justifying the proposed strategies and key activities;
 3. Engagement with research users and dissemination of results, including how the academic community, public sector, and practitioners will be engaged during various stages of the research program (e.g., conception/design, implementation, communication of results, etc.).

4. Description of proposed training strategies, including plans to attract excellent students, and their expected roles and responsibilities.

iii. Names and Contact information of 5 Academic Referees.

Review of applicants will commence on **August 24, 2018**. Applications will be considered until the positions are filled.

For more information about this opportunity please contact Rob Klassen, Associate Dean, Faculty Development and Research at rklassen@ivey.ca.

The University of Western Ontario recognizes the potential impact that legitimate career interruptions can have on a candidate's record of research achievement. Potential candidates are encouraged to explain within their application the impact that career interruptions have had on their record, and to submit a full career or extended CV to a chairholder position in cases where they have had career interruptions.

The **Ivey Business School** is Canada's premier business school and is recognized globally for the quality of its management education and research. The School's major activities include: a highly regarded MBA program and undergraduate program; a well-established doctoral program; a diverse portfolio of executive programs; and the launch of a new MSc stream in Data Analytics. The School is internationally oriented in terms of curricula, research, faculty, and student exchanges, with campuses in London (Canada), Toronto and Hong Kong.

Positions are subject to budget approval. Applicants should have fluent written and oral communication skills in English. The University invites applications from all qualified individuals. Western is committed to employment equity and diversity in the workplace and welcomes applications from women, members of racialized groups/visible minorities, Aboriginal persons, persons with disabilities, persons of any sexual orientation, and persons of any gender identity or gender expression.

Accommodations are available for applicants with disabilities throughout the recruitment process. If you require accommodations for interviews or other meetings, please contact facultypositions@ivey.ca.

Posted July 25, 2018