



## Final Report of Assistant Professor Call protocol n. 68982

**Department:** Marketing

**Application deadline:** July 10<sup>th</sup>, 2018

**Junior Hiring committee:** Patrick Choi, Giovanna Padula (Chair), Gaia Rubera

**Total applications:** 96

**Valid applications:** 46

**Number of flyouts:** 5

**Recommended Action:** Call to be closed with 1 position filled and 1 position unfilled

Final Report – Milan, 7 January 2019 (by the committee coordinator, Giovanna Padula)

**Summary:** The Committee scrutinized the applications received for the position of Assistant Professor. In particular, 2 positions were open: 1 position in the Marketing Strategy field, and 1 position in the Quantitative Marketing field. The first selection was made on the basis of the CV and additional materials provided by the candidates. Based on this evaluation, 23 candidates (11 candidates from the Strategic Marketing field and 12 candidates from the Quantitative Marketing field) were selected for the second step of evaluation, consisting in a face-to-face interview that took place in August at the American Marketing Association (AMA) Summer Conference. This step enabled the committee to make a more informed assessment about the potential of the candidates and, consequently, to make a more effective evaluation about the probability of a successful tenure track given the present tenure requirements at Bocconi (as from the job opening: “applicants should have a trajectory that suggests a tenurable research record is likely”). The result of this second step was the choice of 5 candidates who were invited for a flyout (2 from the Strategic Marketing field and 3 from the Quantitative Marketing field). Each of the candidates who had been offered a flyout visited Bocconi, discussed their job market paper, and had one-to-one interviews with most of the department faculty. This process resulted in the decision to make 2 offers, one of which was accepted and the other one declined. As a result, this selection process ends with 1 position filled and 1 position unfilled.

**Evaluations:** In this section, we provide a very brief overview of the quality of the

candidates who have been offered a flyout. The first 2 candidates below are from the Strategic Marketing field and the remaining 3 candidates below are from the Quantitative Marketing field.

**Sungkyun, Moon:** Ph.D. in Business (Marketing) from Singapore Management University, expected in 2019. His research mostly concentrates on the Marketing-Finance Interface. The committee strongly supported his candidacy and, after the third step of the evaluation process, he was ranked n. 1 among the candidates from the Strategic Marketing field, since he showed a relatively stronger profile with respect to the more technical aspect of the research process. For this reason, he was offered a position that the candidate accepted.

### **OMISSIS**

In conclusion, the Department received applications from 96 candidates, of whom 5 were invited for flyouts, and 2 were offered a positions, 1 in the Strategic Marketing field and 1 in the Quantitative Marketing field, with the former accepted and the latter declined. As a result, this evaluation procedure ends with 1 position filled (Strategic Marketing) and 1 position unfilled (Quantitative Marketing).

Sincerely,

Giovanna Padula (on behalf of the Hiring Committee)

Milan, 7 January 2019