



Final Report of Assistant Professor Call protocol n. 8486

Department: Marketing

Application deadline: 1 July, 2019

Junior Hiring committee: Patrick Choi, Zachary Estes (Chair), Adam Greenberg, and Sungtak Hong

Total applications: 115

Valid applications: 99

Number of flyouts: 10

Recommended Action: Call to be closed with 2 positions filled

Final Report – Milan, 28 January 2020 (by the committee coordinator, Zachary Estes)

Summary: The Committee scrutinized the applications received for the position of Assistant Professor. In particular, 2 positions were open: 1 position in the Consumer Behavior 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, 33 candidates (17 candidates from the Consumer Behavior field and 16 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 10 candidates who were invited for a flyout (5 from the Consumer Behavior field and 5 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 6 offers (2 in the Consumer Behavior field and 4 in the Quantitative Marketing field). Both offers in Consumer Behavior were accepted, and all four offers in Quantitative Marketing were declined. As a result, this selection process ends with 2 position filled.

Evaluations: In this section, we provide a very brief overview of the quality of the candidates who have been offered a flyout. The first 5 candidates below are from the Consumer Behavior field and the remaining 5 candidates below are from the Quantitative Marketing field.

Barnea, Uri: Ph.D. in Marketing from Wharton (University of Pennsylvania), expected in 2020. His research mostly concentrates on information processing and consumer choice. The committee strongly supported his candidacy and, after the third step of the evaluation process, he was ranked first among the candidates from the Consumer Behavior field. For this reason, he was offered a position, and he accepted.

Munz, Kurt: Ph.D. in Marketing from Stern (New York University), expected in 2020. His research mostly concentrates on judgment and decision making. The committee strongly supported his candidacy and, after the third step of the evaluation process, he was ranked second among the candidates from the Consumer Behavior field. For this reason, he was offered a position, and he accepted.

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In conclusion, the Department received applications from 99 candidates, of whom 10 were invited for flyouts, and 6 were offered a positions. Both offers in Consumer Behavior were accepted, and all four offers in Quantitative Marketing were declined. As a result, this evaluation procedure ends with 2 positions filled.

Sincerely,

Zachary Estes (on behalf of the Hiring Committee)

Milan, 28 January 2020