



Final Report of Assistant Professor Call

Department: Marketing

Application deadline: 10 July 2017

Hiring committee: Ioannis Evangelidis, Sungtak Hong, Giovanna Padula, Gabriele Troilo (chair).

Number of valid applications: 136

Number of flyouts: 11

Recommended Action: Call to be closed with 2 positions filled and 2 unfilled.

Summary: During the summer of 2017 the Department posted a call for 4 assistant professors in any field of marketing, with an application deadline fixed on 10 July. We received 136 valid applications. Twenty-one applicants were interviewed at the American Marketing Association (AMA) summer conference in August, and 11 of those applicants were invited for flyouts from September to December. The AMA interview committee consisted of Evangelidis, Hong and Padula.

Below is a brief summary of the candidates who made campus visits.

- **OMISSIS.**
- **Adam Greenberg** is a highly promising consumer behavior researcher from a top US university. On the strength and relevance of his research, he was invited for a flyout. The committee strongly supported his candidacy, and he was offered a position in our department. After advanced negotiation, **the candidate accepted a position in our department.**
- **OMISSIS.**
- **OMISSIS.**
- **OMISSIS.**
- **OMISSIS.**
- **Verena Schoenmueller** is a highly promising quantitative marketing researcher now completing a postdoc at a top US university. On the strength and relevance of her research, she was invited for a flyout. The committee strongly supported her candidacy, and she was offered a position in our department. After advanced negotiation, **the candidate accepted a position in our department.**
- **OMISSIS.**
- **OMISSIS.**

- **OMISSIS.**
- **OMISSIS.**

In conclusion, we received 136 applications, of whom we interviewed 21, invited 11 for flyouts, made 5 job offers, and secured 2 hires. We therefore request to close this call with 2 positions filled and 2 unfilled.

Sincerely,



Gabriele Troilo (on behalf of the Hiring Committee)

Milano, 4 January 2018

Bocconi