



YORK UNIVERSITY is helping shape the global thinkers who will define tomorrow. Our unwavering commitment to excellence reflects a rich diversity of perspectives and a strong sense of social responsibility that set us apart. As an internationally recognized research university, York's 11 Faculties and 27 research centres have well-established partnerships with 280+ leading universities worldwide. Located in Toronto, York is the third largest university in Canada, with a strong community of 53,000 students, 7,000 faculty and administrative staff, and more than 275,000 alumni.

Consistently ranked in the top tier of the world's best business schools and #1 in Canada, the **Schulich School of Business** is known for its global reach, innovative programming and the diversity of its student body, faculty and staff. Schulich enrolls some 3,000 students in undergraduate, graduate and postgraduate business degree programs leading to careers in the private, public and not-for-profit sectors. Located in Toronto, Canada, the School's multimillion-dollar, award-winning complex is on York University's main campus. Schulich's downtown Miles S. Nadal Management Centre is situated in the heart of the city's financial district.

Schulich School of Business

Tier 1 Canada Research Chair (CRC) in Marketing and Digital Cultures

The Marketing Area at the Schulich School of Business, York University is undertaking an external search to recruit and nominate an accomplished scholar for a Canada Research Chair (Tier 1) in Marketing and Digital Cultures, effective July 1, 2017 or soon thereafter.

The mandate of the Chair is aligned with an area of research defined in York University's Strategic Research Plan as "Digital Cultures" - "an inherently integrative and diverse research area, drawing on researchers from across York to work at the intersection of arts and science, to push technological boundaries while critically investigating the social and cultural impacts of new digital media technologies and the ways in which they are shaping and changing human activity and interaction. Research in this area supports new applications, interfaces and content creation, scientific inquiry, design, policy development and critical discourse in digital media."

The successful candidate will hold a Ph.D. in a relevant field, and will be recognized as an outstanding and innovative world-class research leader at the senior Associate or Full Professor level whose accomplishments have made a major international impact in the field; have a well-funded research program with a superior record of publishing in top-tier marketing and consumer research journals; have a strong record of attracting and mentoring doctoral students and be eligible for prompt appointment to the Faculty of Graduate Studies; be proposing an original, innovative research program of the highest quality related to marketing and digital cultures and have the ability to develop collaborative relationships with other researchers in related fields with the capacity to communicate research to diverse external audiences; able to attract substantial external research funding in support of his/her research; and, be an accomplished educator with demonstrated excellence in teaching.

Salary and benefits are competitive. All York University positions are subject to budgetary approval. This position is contingent on a successful nomination file to the CRC Secretariat. Eligibility criteria and information about the CRC program can be found at <http://www.chairs.gc.ca>.

Applicants should send an electronic application, including application letter, curriculum vitae, samples of research papers, three signed letters of reference and information regarding teaching to: Professor Eileen Fischer, Schulich School of Business, York University, 4700 Keele Street, Toronto, Ontario, Canada, M3J 1P3 at mktg@schulich.yorku.ca

The deadline for applications is March 9, 2017.

York University is an Affirmative Action (AA) employer and strongly values diversity, including gender and sexual diversity, within its community. The AA Program, which applies to Aboriginal people, visible minorities, people with disabilities, and women, can be found at www.yorku.ca/acadjobs, or by calling the AA Office at 416-736-5713. All qualified candidates are encouraged to apply; however, Canadian citizens and Permanent Residents will be given priority.