



Grenoble INP - UGA is a member of international engineering and management education and research networks. It is widely recognized in national and international rankings.



8 schools + 39 laboratories

8 300 students

1 300 teaching, research, administrative and technical staff

Grenoble INP-UGA is a renowned public institution of higher education and research, and a major player in the Grenoble ecosystem. It is the engineering and management institute of Grenoble Alpes University, and plays a leading role in the scientific and industrial community.

Professor

Research field	Marketing and Transitions.
Category / Requested profile	Professor
Ministerial reference for the position	
CNU Section	06
Location	Grenoble
Date of recruitment	01/09/2026
Position key words	Marketing; Corporate Social Responsibility; Sustainability.

Grenoble INP - UGA is a leading public institution accredited with the French label "Initiative d'excellence". It offers innovative engineering and management programs, with an increasing internationalization of its course offers. The courses are grounded in sound scientific knowledge and linked to digital, industrial, organizational, environmental and energy transitions. The Engineering and Management Institute of Grenoble Alpes brings together more than 1300 staff members (teacher-researchers, lecturers, administrative and technical staff) and 8300 students, located on 8 sites (Grenoble INP - Ense3, Grenoble INP - Ensimag, Grenoble INP - Esisar, Grenoble INP - Génie industriel GI, Grenoble INP - Pagora, Grenoble INP - Phelma, Polytech Grenoble, Grenoble IAE and the INP Prepa). Grenoble INP is also a highly-ranked institution of higher education and research, leading the way in the fields of engineering and management on an international scale. It is a member of a large number of international academic and research networks. It is part of the European University UNITE!.

As part of Grenoble Alpes University, Grenoble INP has associated guardianship of 39 national and international research laboratories and of technological platforms. The research conducted there benefits both its socio-economic partners and its students. Grenoble INP is at the heart of the following scientific fields: physics, energy, mechanics and materials; digital; micronanoelectronics, embedded systems; industry of the future, production systems, environment; management and business sciences.

Grenoble INP - UGA is an equal opportunity employer committed to sustainability. Grenoble INP-UGA celebrates diversity and equity and is committed to creating an inclusive environment for all employees. All qualified applications will be considered without discrimination of any kind.

Teaching

School: Grenoble IAE – INP, UGA

School website: <https://iae.grenoble-inp.fr/>

Contacts: philippe.protin@grenoble-iae.fr

School presentation:

The position is affiliated with Grenoble IAE, one of the eight schools of Grenoble INP – Institute of Engineering and Management, a constituent institution of the Université Grenoble Alpes. Grenoble IAE is a public school of management, and is member of the IAE France network and of the Conférence des Grandes Ecoles (CGE). Each year, the school welcomes nearly 1,400 students enrolled in a variety of academic programs, including bachelor's degrees, master's degrees, MBA and DBA, in France and abroad. Our mission is to reveal and connect talents for a responsible and innovative management in both local and global organizations: graduates are experts, collaborative, innovative, and open to international business. The student's learning experience is characterized by a combination of professional expertise, international exposure, and the development of an entrepreneurial spirit. The school's employs around 70 full-time core faculty members, the majority of whom possess a PhD in Management sciences, and collaborates with nearly 400 adjunct faculty members. The school also hosts several academic chairs, including one on social marketing and two on transitions and CSR, with the objective of fostering interaction between students, faculty and the socio-economic world.

Teaching Profile:

The position is based at the Valence campus but it may be required to participate in activities at the Grenoble campus. Spanning from level L3 to level M2, teaching activities encompass all facets of marketing. In addition to fundamental topics (e.g. consumer behavior, strategic marketing, etc.), the selected candidate will be expected to teach specialized courses within the Master's degree in marketing (e.g. digital marketing, marketing intelligence, branding, etc.), depending on her/his profile. In alignment with the institution's strategy, he or she will be expected to integrate the challenges of digital transformation (new uses, impact of AI, etc.), environmental transformation (sustainability, frugality, regeneration, etc.), and social transformation (equity, inclusion, vulnerability, etc.) in her/his teaching practices. In addition, an active participation in the life of the marketing department and the school is expected: students' selection, supervision of interns and work-study students, projects, etc.

The position requires:

- Ability to teach in both French and English, and to diverse types of audience,
- Ability to be innovative in teaching methods,
- Gradually taking responsibilities (head of programs, particularly in the MSc in Marketing) and being involved in the school's collective projects (international accreditation, AI, ethics and CSR, etc.),
- Contributing to the school's dynamism in marketing in relation with social and environmental transitions, and developing relationships with firms and local and/or professional ecosystem.

Research

Host laboratory: CERAG

Laboratory website: cerag.univ-grenoble-alpes.fr/fr

Contacts: direction-cerag@univ-grenoble-alpes.fr

Laboratory presentation:

CERAG, an acronym for Center for Applied Management Studies and Research, is a UGA-affiliated research unit focused on Management sciences. It encompasses all major disciplines, including finance, accounting, information systems, human resources management, strategy, marketing and supply chain. The researchers are affiliated with a number of educational institutions, including Grenoble IAE, Grenoble Faculty of Economics, and the Grenoble and Valence University Institutes of Technology (IUT). Doctoral students are enrolled in the Doctoral School of Management Sciences.

The CERAG aims at creating a network of researchers who put management sciences at the service of a socially and environmentally sustainable society. In line with this strategic orientation and to its ecosystem, the laboratory is structured around four thematic areas: FIRMES (Financing, Information, Risks, Markets, Sustainability); TERRES (Territories; Ecosystems; Resources; Resilience; Sustainability); TRECS (Transitions; Responsibilities; Experiences; Behaviors; and Society); and ORITA (Organizations; Responsibility; Innovation; Work; Learning).

Research Profile:

Regardless of the thematic area in which the selected candidate will work, her or his research will concentrate on analyzing and supporting economic, environmental, social, and digital transitions. Projects may focus on the following areas:

- The transformations in consumer behavior, particularly responsible consumption, frugality, sustainability, degrowth, vulnerabilities, inclusion, and ethics;
- The role of the different stakeholders: brands, private and public organizations, Government, associations, and consumers;
- The study of marketing mechanisms and tools used in these transformations, whether traditional or technology-based, including AI,
- The marketing, social and societal marketing approaches that support transformation toward behaviors that are beneficial to health, society and environment.

The selected candidate is expected to demonstrate:

- An expertise in the latest quantitative and qualitative data analysis methods,
- An ability to develop and lead locally, nationally and internationally funded projects (for example by having already led or participated in such a project),
- A proven and recognized research activity in areas related to responsible, social or societal marketing, or more broadly to transition dynamics,
- An ability to supervise potential doctoral students (for example by having co-supervised PhD students or DBA students, or taught research methodology, etc.).

The following will also be appreciated:

- Ability to lead interdisciplinary research in synergy with others human and social sciences, health sciences, or engineering sciences,
- Integration into academic and professional networks,
- Research activities that contribute to the promotion of a socially and ecologically responsible society.

Specific requirements or conditions

Administrative activities related to the duties of a Professor: he or she will be in charge of a teaching unit, a program or a year.

How to apply

Applications must be submitted via the Odyssee platform of the French Ministry of Higher Education and Research, between Tuesday March 3rd 2026, 10am (Paris time) and Friday April 3rd 2026, 4pm (Paris time), deadline.

Any document sent outside the Odyssee platform will not be taken into account.

When candidates are interviewed by the selection committee, they will be asked to take part in a pedagogical work experience, the details of which will be communicated when the invitation is sent out.

Please note that part of the audition may also be carried out in English.