

Associate / Full Professor in Marketing

Company:

Schulich School of Business, York University

Location:

Canada / Toronto

Discipline:

Employment Type:

Permanent Full-time

Posted:

08/03/2026

Contact Person:

If you wish to apply for this position, please specify that you saw it on AKADEUS.

Canada Research Chair (Tier 1) in Marketing (Associate/Full Professor)

Schulich School of Business, York University

--Full job posting, contact information, and application submission link available [here](#)--

[Schulich School of Business](#) at York University invites highly qualified applicants for a Tier 1 Canada Research Chair (CRC) at the rank of Associate or Full Professor in Marketing. The Canada Research Chairs (CRC) program seeks to attract outstanding researchers for careers at Canadian universities. Tier 1 Chairs are intended for outstanding researchers acknowledged by their peers as world leaders in their fields.

We are primarily interested in scholars focused on advanced technologies in marketing. This focus includes the consumer experience of and/or marketer practices related to artificial intelligence, machine learning, natural language processing, and/or state-of-the-art marketing analytics (e.g. econometric modeling, predictive models, attribution, consumer simulation).

Recognizing the underrepresentation of women and gender minorities among CRCs, this position is open only to qualified researchers who indicate on the [Affirmative Action self-identification form](#) that they identify as women or gender non-conforming (e.g., genderfluid, nonbinary, Two-Spirit, trans man, trans woman). The appointment is part of

York University's Affirmative Action Program, which is based on the special program provisions of the Ontario Human Rights Code.

York welcomes and employs scholars from all over the world. All qualified candidates are encouraged to apply; however, Canadians and permanent residents will be given priority.

[Click here](#) or use the link below to review the full ad job posting, including contact information and application submission link.

https://www.yorku.ca/vpepc/faculty-affairs/wp-content/uploads/sites/698/2026/03/SSB_CRC_Mark.pdf

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