

EVALUATION PROCEDURE FOR ONE TENURED POSITION AT THE SENIOR LEVEL

Hiring Committee – Marketing Department

In early Spring 2013 the Department posted a call for one tenured position at the senior level (i.e., Associate). The deadline for the application was fixed on September 30th, to allow candidates for being interviewed at either the European Marketing Conference (end of May) or the American Marketing Association Summer Conference (mid-August).

Overall, we received 45 valid applications to this call. Our evaluation process followed several steps.

Step 1. Given that we are seeking senior candidates, we desk-rejected candidates who did not have any publications in A+ marketing journals. This criterion excluded 43 candidates.

Step 2. The Hiring Committee screened the 2 candidates who passed the first selective threshold. Here below are some details about them:

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In summary, we received 45 applications, and although some of them were viable and interesting, we have concluded that none of them meet the current standards for a tenured associate position in our department. We therefore request to close this call without filling the position.

Sincerely,



Zachary Estes

(on behalf of the Hiring Committee)

Candidates to this recruiting process can ask for a complete report contacting recruiting@unibocconi.it