

## Final Report of Assistant Professor Call

**Department:** Marketing

**Application deadline:** 1 July 2015

**Hiring committee:** Stefania Borghini, Zachary Estes (chair), Federico Rossi, Gaia Rubera, and Joachim Vosgerau.

**Number of valid applications:** 93

**Number of flyouts:** 7

**Recommended Action:** Call to be closed with 1 position filled and 2 unfilled.

**Summary:** During the summer of 2015 the Department posted a call for 3 assistant professors, with an application deadline fixed on 1 July. We received 93 valid applications. 3 applicants were interviewed at the European Marketing Association Conference (EMAC) in June, and 1 of those applicants was invited for a flyout in July. 2 additional applicants were interviewed via Skype, and 1 of those was subsequently invited for a July flyout. 22 applicants were interviewed at the American Marketing Association (AMA) summer conference in August, and 5 of those applicants were invited for flyouts in September or October. The EMAC interview committee consisted of Estes and Vosgerau, whereas the AMA interview committee consisted of Rossi, Rubera, and Vosgerau. Skype interviews were conducted by Estes, Rossi, Rubera, and Vosgerau.

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

- **OMISSIS**
- **Sungtak Hong** is a highly promising quantitative marketing researcher from a top European 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.**

In conclusion, we received 93 applications, of whom we interviewed 27, invited 7 for flyouts, made 3 job offers, and secured 1 hire. We therefore request to close this call with 1 position filled and 2 unfilled.

Sincerely,



Zachary Estes

(on behalf of the Hiring Committee)

9 June 2016