

Position Announcement

Position Title: Assistant Professor - *Consumer Behavior and Marketing Management*

Appointment: Tenure track (10-12 month appointment); Teaching and Research

Department and Program: The Department of Agricultural Economics in College Station, Texas, is a large, diverse department with a broad array of programs, faculty, and students focusing on the application of economic analysis to decision problems in agriculture, natural resources, agribusiness, and community economics. This position will contribute to the advancement of research and teaching programs in the area of marketing management, consumer decision-making and food choice. The Department is addressing industry and societal issues relating to the marketing and distribution of agricultural commodities, value added supply chains and the decisions of businesses and consumers as they affect food intake, nutrition and health outcomes, and global retail and food service markets.

General Duties and Responsibilities: Area of study includes consumer decision-making as it relates to firm level analysis. Research responsibilities include the application of economic analysis to consumer and business decision problems relating to food marketing systems with implications for public policy. Areas of possible specialization include: consumer food choice, nutritional and health outcomes, marketing management and strategy. Teaching responsibilities include developing and teaching undergraduate and graduate courses in the area of agricultural commodity and food marketing, marketing management and consumer decision-making. Teaching load will typically include three to four undergraduate and graduate classes per year. Mentoring of undergraduate students and advising of graduate students is expected.

Qualifications: PhD in agricultural economics, economics, or business with strong grounding in the theory and methods applicable to specialized fields pertinent to the study of marketing of food and related services. Successful candidates will demonstrate strong teaching capability, excellent communication skills, and potential for developing a nationally recognized research agenda including securing and conducting externally-funded research.

Application Process: Send a letter of application, current curriculum vitae, transcripts, and the names, addresses, and phone numbers of three references to:

John P. Nichols, Professor and Head
Department of Agricultural Economics
2124 TAMU
College Station, Texas 77843-2124
Phone: (979) 845-2116; Fax: (979) 862-1563
E-mail: jpn@tamu.edu

Closing Date: November 30, 2008, or until filled.

Visit our Website for more information on the Department and Texas A&M University: <http://agecon.tamu.edu>

The Texas A&M Agriculture is an equal opportunity employer.