

POSITION DESCRIPTION
Associate or Full Professor,
Consumer Economics and Food Marketing
Department of Applied Economics
College of Food, Agricultural and Natural Resource Sciences
University of Minnesota

TITLE AND LOCATION

Associate or Full Professor, Consumer Economics and Food Marketing

Located in the Department of Applied Economics, St. Paul Campus, University of Minnesota. This is a 9-month, 100% time, 50% research and 50% teaching position. Applicants must be eligible for tenure at the University of Minnesota and will be required to be tenured according to the Department of Applied Economics tenure policy prior to appointment to the position (<http://www.apec.umn.edu/documents/P&TGuidelines.pdf>).

PROGRAM / UNIT DESCRIPTION

The Department of Applied Economics offers highly ranked programs of study at the undergraduate, M.S., and Ph.D. levels. The department also has several centers that strengthen the academic programs and provide opportunities for students and faculty in research, policy and industry outreach. The Department has a distinguished faculty, many of whom have won University and national awards for outstanding teaching, outreach, and published research. The faculty work in a variety of fields broadly defined as Environmental and Resource Economics; Food Systems; Growth, Development and Trade; and Public Sector Economics. Please visit the Department website at <http://www.apec.umn.edu> for further information.

DESCRIPTION: This position includes responsibilities for teaching, research, and leadership related to Food Systems programs, specifically in the areas of the economics of consumer behavior and/or food and agricultural marketing. The successful candidate will be expected to:

- a) Develop a leading research program on issues such as: (i) economics of consumer behavior and marketing as it relates to food, nutrition and healthy lives; (ii) demand and consumption of food products; (iii) food safety and food defense; (iv) implications of globalized food markets and the changing structure of the food supply chain for food consumption patterns around the world; (v) implications of communication and information technologies used in the food value chain for consumer welfare and food policy; (vi) marketing strategies.
- b) Teach courses in the undergraduate and graduate program that might include food marketing, consumer behavior, behavioral economics, price analysis including time series analysis and/or core degree requirements. Develop classes and advise students that will fit into the overall teaching needs of the Department of Applied Economics and be consistent with his/her research program.
- c) Provide leadership for the department's Food Systems programs by engaging interested parties inside and outside the University to inform and enhance the research and education activities in this field. This includes the opportunity to eventually direct The Food Industry Center, a Sloan Foundation Industries Study Center charged with research and outreach activities related to the food industry. <http://foodindustrycenter.umn.edu>

- d) Develop successful grant proposals and work with interdisciplinary research teams, drawing upon expertise in food science and nutrition, public health, biological sciences, resource and environmental sciences, business, policy studies, and other areas in the College of Food, Agriculture and Natural Resource Sciences and the University, to conduct research and deliver knowledge to a wide range of audiences.

QUALIFICATIONS

Essential

- Ph.D. in applied economics, agricultural economics, economics, or a closely related field.
- Must be eligible for tenure at the University of Minnesota
- Outstanding record of scholarly research in the area of applied economics, consumer behavior, food policy and/or food economics.
- Compelling written and oral communication skills for professional and nonprofessional audiences.

Desired

- Established record of peer reviewed publications
- Highly successful record of experience in research, teaching and leadership in academic programs and grant execution.
- Demonstrated expertise in the application of economic theories and quantitative methods in the analysis of consumer behavior, food policy, and/or food markets.
- Demonstrated success in working with multi-disciplinary research teams.
- Demonstrated experience in preparing successful grant proposals.
- Demonstrated experience in advising graduate students and/or post doctoral fellows.
- Understanding of and expertise with the international dimensions of food markets.
- Experience in raising funds for program and student support in addition to research grants.
- Demonstrated engagement and impact with industry, government and/or policy communities.

SALARY AND BENEFITS

Salary is competitive and commensurate with the professional experience and qualifications. Fringe benefits include employee health, dental, and faculty life/disability insurance, social security, faculty retirement and opportunities for professional development.

STARTING DATE: April 1, 2009 or no later than August 28, 2009

APPLICATION DEADLINE: Review of applications will begin on December 7, 2008 and will remain open until the position is filled.

APPLICATION PROCEDURE

Apply online at: <http://employment.umn.edu> and search for Requisition #157924. Cover letter and CV must be attached online. Other required documents can be mailed to address listed below.

A COMPLETE application must include:

- 1) Letter of application that explains your vision for this position and how your career goals, training and experience support your candidacy;
- 2) A complete curriculum vitae;
- 3) An official graduate transcript;
- 4) Three examples of published work; and
- 5) Names and contact information of three individuals who can comment on your abilities and experience.

Email inquiries about the position are welcome, but formal application process is required. Send all materials that can not be submitted online by December 7, 2008 to:

Donald Liu, Search Chair
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Department of Applied Economics
1994 Buford Ave.
St. Paul, MN 55108
(612) 625-6765
dliu@umn.edu

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