

# Asian Institute of Management

## FACULTY POSTING:

### Marketing

Two Posts Available

<http://www.aim.edu/careers/faculty-postings/marketing>

Contact Person: Dr. Babak Hayati, Associate Professor, Asian Institute of Management ([bhayati@aim.edu](mailto:bhayati@aim.edu))

## OPENINGS

The Department has two positions available, open rank. Faculty members report to the Dean, with functional responsibility to the Chair of the Department.

## ACADEMIC QUALIFICATIONS (ESSENTIAL)

- A doctoral degree in a marketing or related field, with an international publishing track record

## PROFESSIONAL EXPERIENCE GAINED IN AN INTERNATIONAL OR ASIAN ENVIRONMENT (DESIRABLE)

- Professional experience in any key finance areas is highly desirable (e.g., Marketing Director; Marketing Executive; Brand Manager, Digital Marketing Manager, Social Marketing Manager; or Executive Officer in national, regional, or international firm)

## TEACHING EXPERIENCE (DESIRABLE)

- Local or international business school teaching experience (preferably at AACSB- or EQUIS-accredited schools) at postgraduate level is desirable
- Familiarity with the case method of teaching

## AREAS OF EXPERTISE

- Demonstrable expertise in one or more methodologies common to Marketing academic literature
- Desirable areas of expertise and specific research interests may include:
  - Market Research
  - Consumer Behavior
  - Marketing Strategies
  - Customer Acquisition, Retention, Loyalty

- Branding
- Advertising
- Digital Marketing
- Social Marketing
- Integrated Marketing Communication
- Marketing Analytics
- Strategic Marketing
- Sales Management
- Service Marketing
- B2B Marketing
- B2C Marketing
- International Marketing
- Contemporary Issues in Marketing
- Cross Functional Marketing Research

Faculty members have the following teaching, research, and citizenship responsibilities:

### **TEACHING RESPONSIBILITIES**

- To undertake practitioner-led teaching in the degree and non-degree programs
- To play a significant role in the design, development, planning, and review of innovative courses, modules, etc. for degree and non-degree programs
- To provide general guidance and support to students, and give timely and relevant feedback
- To mentor students undertaking theses, learning labs, and other projects or activities requiring faculty mentors

### **SCHOLARLY RESPONSIBILITIES**

- To be recognized as an authority in their field, developing and maintaining an external profile appropriate to the discipline
- To maintain research and scholarly activities in order to remain current with developments in the field
- To undertake research and publish in peer-reviewed journals

### **CITIZENSHIP RESPONSIBILITIES**

- To uphold the Institute's values in all activities, personal and professional
- To be an active and responsible member of the Institute's collegial body and be willing to accept administrative assignments as the leadership sees fit

- To contribute to the management and administrative processes and committee structures of the Institute
- To actively take part in the Department's activities.

## APPLICATION PROCESS/DEADLINE

- Application deadline: July 31, 2016
- Please send a letter of interest and a current CV to FACULTY POSTING:
- Marketing
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