

## **Faculty Position for Marketing**

### **Openings**

The Department of Marketing has an available open rank faculty position. Faculty members report to the Dean, with functional responsibility to the Department Chair.

### **Academic Qualifications (Essential)**

- A doctoral candidate 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 marketing area 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, both 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, administrative processes, and committee structures of the Institute
- To actively take part in the Department's activities

### **Application Process**

Submit a letter of interest and comprehensive CV to [officeofthedeans@aim.edu](mailto:officeofthedeans@aim.edu) and indicate AIMWEB- MKTG -0418 in the subject line.