

THE HONG KONG POLYTECHNIC UNIVERSITY

DEPARTMENT OF MANAGEMENT AND MARKETING

Post Specification

Professor/Associate Professor/Assistant Professor in Marketing (several posts) (Ref. 17052314)

The marketing discipline of the Department of Management and Marketing at The Hong Kong Polytechnic University invites applications for faculty positions at all ranks. Marketing faculty members in our Department frequently publish their research in top-tier refereed marketing journals such as the *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Marketing*, *Marketing Science* and *Management Science*. Research-focused applicants interested in joining our team are strongly encouraged to apply.

Please visit the website at <http://www.polyu.edu.hk/mm> for more information about the Department. Applicants are invited to contact Professor Gerald Gorn (Chair Professor of Marketing) through e-mail of gerry.gorn@polyu.edu.hk for further information about the post.

Duties

The appointees will be required to:

- (a) engage in top-level scholarly research in their areas of expertise;
- (b) supervise research students;
- (c) secure external competitive research grants; and
- (d) teach at the undergraduate and/or postgraduate levels.

Qualifications

Applicants should have an earned doctoral degree at the time of appointment or be close to receiving it.

Preference will be given to those with a strong research orientation, with the potential to publish in high quality scholarly journals. For the post of Assistant Professor at entry-level, priority will be given to behavioural candidates to join our research-active behavioural team (we have an up-to-date and fully equipped behavioural laboratory). Applicants with evidence of publications in major journals will be considered for the ranks at Associate Professor or above.

Remuneration and Conditions of Service

The remuneration package and teaching loads are highly competitive. Initial appointment for Assistant Professor will be on a fixed-term gratuity-bearing contract. Re-engagement thereafter is subject to mutual agreement. An appropriate term will be provided for appointment at Associate Professor and Professor levels. For general information on terms and conditions for appointment of academic staff in the University, please visit the website at <http://www.polyu.edu.hk/hro/TC.htm>. Applicants should state their current and expected salary in the application. **For the post of Assistant Professor at entry-level to be considered for initial interview in San Francisco at the 2017 Summer American Marketing Association (AMA) Conference, please submit application package including CV and reference letters via email to scmarketing.mm@polyu.edu.hk by 15 July 2017.**

23 May 2017