

# THE HONG KONG POLYTECHNIC UNIVERSITY

## DEPARTMENT OF MANAGEMENT AND MARKETING

### Post Specification

#### Chair Professor of Marketing (Ref. 17072601)

The Department of Management and Marketing (MM) is one of the constituent departments of the Faculty of Business. The Department offers a full range of programmes leading to the awards of Doctor of Philosophy, Master of Science and Bachelor of Business Administration. The Department currently has around 50 full-time academic staff. The Department is committed to excellence in teaching, research and service to the community. 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*.

The marketing group has 17 faculty members with expertise in consumer behaviour, marketing strategy and analytic modelling, who publish consistently in the top journals in the field. The MM department also includes productive research faculty members in management and management information systems. More information about the Department can be found on our website at <http://www.polyu.edu.hk/mm>.

The Department is now inviting applications or nominations for the post of Chair Professor of Marketing. Applicants are invited to contact Professor Jason Shaw (Head of Department of Management and Marketing and Chair Professor of Management) at telephone no. (852) 2766 7387 or through e-mail at [jason.shaw@polyu.edu.hk](mailto:jason.shaw@polyu.edu.hk) for further information about the post.

### Job Functions

The Chair Professor is expected to provide leadership in academic activities, including research, teaching and service in the Department of Management and Marketing. We are seeking to appoint a senior academic with a proven track record and international research reputation in marketing.

The appointee will be required to:

- (a) provide leadership in all aspects of academic activities, including research, teaching and service in the Department;
- (b) provide leadership in promoting research collaboration, securing external research grants, enhancing research quality and publication output;
- (c) engage in scholarly research/high-level consultancy;
- (d) supervise research students;
- (e) teach and contribute to curriculum development at undergraduate and postgraduate levels; and
- (f) contribute to academic administration and management in the University.

## Qualifications

Applicants should have:

- (a) a doctoral degree in Marketing or a related field;
- (b) an international reputation in research and scholarship;
- (c) a strong record in attracting research funding and excellence in research outputs;
- (d) a demonstrated commitment to excellence in teaching and learning; and
- (e) proven qualities of academic leadership.

## Remuneration and Conditions of Service

Terms of appointment and remuneration package are negotiable and highly competitive. 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>.

## Application

Applicants are invited to send detailed curriculum vitae with the names and addresses of three referees and direct any enquiries to the **Human Resources Office, 13/F, Li Ka Shing Tower, The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong [Fax: (852) 2764 3374; E-mail: [search.chairprof-mm@polyu.edu.hk](mailto:search.chairprof-mm@polyu.edu.hk)], quoting the position applied for and the reference number. Consideration of applications will commence in October 2017 until the position is filled.** Candidature may be obtained by nomination. The University reserves the right not to fill the position or to make an appointment by invitation. General information about the University is available on the University's Homepage <http://www.polyu.edu.hk> or from the Human Resources Office [Tel: (852) 2766 4116]. The University Personal Information Collection Statement for recruitment can be found at [http://www.polyu.edu.hk/hro/job/en/guide\\_forms/pics.php](http://www.polyu.edu.hk/hro/job/en/guide_forms/pics.php).

26 July 2017