

THE HONG KONG POLYTECHNIC UNIVERSITY

DEPARTMENT OF MANAGEMENT AND MARKETING

Post Specification

Chair Professor of Marketing (Ref. 20051304)

The Department of Management and Marketing (MM) is one of the constituent departments of the Faculty of Business. MM is dedicated to providing cutting-edge knowledge and practical skills for students in three key areas of business — *Management, Marketing, and Management Information Systems*. MM offers a full range of programmes leading to the awards of Doctor of Philosophy, Master of Science and Bachelor of Business Administration. MM currently has around 50 full-time academic who are actively involved in research, consultancy and management development work with businesses in Hong Kong, the Chinese mainland, and internationally. The Department is committed to excellence in teaching, research, and service to the community.

The Marketing group has 12 faculty members with expertise in consumer behaviour, marketing strategy and analytical modelling, who publish regularly in the top journals in the field. MM also includes productive research faculty members in management and management information systems. Please visit the website at <https://mm.polyu.edu.hk/> for more information about MM.

MM is now inviting applications or nominations for the post of Chair Professor of Marketing.

Job Functions

The Chair Professor is expected to provide leadership in academic activities, including research, teaching, and service in MM. 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, and 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

The terms of appointment and remuneration package are negotiable and highly competitive. For general information on the terms and conditions for the appointment of academic staff in the University, please visit the website at <http://www.polyu.edu.hk/hro/TC.htm>.

Application and Nomination

Applicants are invited to send a detailed curriculum vitae by post 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] or via email to search.chairprof-mm@polyu.edu.hk, quoting the position being applied for and the reference number.** It is optional for applicants to include two to three reference letters in their applications. **Consideration of applications will commence in June 2020 until the position is filled.** Candidature may be obtained by nominations. The University reserves the right to make an appointment by invitation or not to fill the position. General information about the University is available at <http://www.polyu.edu.hk> or from the Human Resources Office [Tel: (852) 2766 4116]. The University's Personal Information Collection Statement for recruitment can be found at http://www.polyu.edu.hk/hro/job/en/guide_forms/pics.php.

13 May 2020