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Sunway University Business School

Professor, Associate Professor, Senior Lecturer or Lecturer in Marketing (multiple positions available)

Description

The Department of Marketing at Sunway University Business School is seeking multiple qualified academic staff members at various levels. Remuneration will be commensurate with experience and qualifications.

Essential Responsibilities and Duties Include:

- Teach undergraduate and postgraduate courses in Principles of Marketing, Digital Marketing, E-commerce, Professional Selling, Neuromarketing, Advertising, Marketing Research, Consumer Behaviour, Strategy.
- Conduct applied research in the areas of teaching concentration
- Maintain Scholarly Academic (SA) qualifications under AACSB standards
- Serve on School and University committees as assigned
-

Application Process To apply, send a detailed curriculum vitae including the names and contact details of three referees. Please also include a statement addressing the selection criteria and a separate cover letter stating current and expected salary along with any other confidential information to:

Chief Resources Officer Sunway University No. 5 Jalan Universiti,
Bandar Sunway 47500 Selangor Darul Ehsan, Malaysia

Job Information

Location:

Sunway City, Selangor,
47500, Malaysia

Job ID:

41508738

Posted:

June 3, 2018

Position Title:

Professor, Associate
Professor, Senior Lecturer or
Lecturer in Marketing
(multiple positions available)

School Name:

Sunway University Business
School

Specialties:

Advertising, Branding,
Global, Marketing Analytics,
Marketing Communications,
Marketing Research, Online
Marketing, Product
Marketing, Retail Marketing,
Sales Management,

E-mail : recruit@sunway.edu.my

We thank all applicants for their expressed interest; however, only applicants short-listed for an interview will be notified.

Strategy, Services
Marketing, Consumer
Behavior, Sports Marketing,
Interactive Marketing,
Business-to-Business,
General Marketing,
Marketing Management

**Do you plan on
interviewing at the
Summer AMA
Conference?:**

Yes

Position Start Date:

Spring 2019

Job Duration:

Indefinite

Requirements

Minimum qualifications include:

- Ph.D. in Marketing or related area with a minimum of three (3) years teaching experience (experience requirement is for international applicants)
- Scholarship appropriate to maintain AACSB Scholarly Academic (SA) status
- Scholarship and teaching experience suitable to qualify for an academic position as Lecturer/Senior Lecturer (i.e., Assistant/Associate Professor **in the U.S.**) / Associate Professor / Professor
- Strong interpersonal skills and the ability to effectively communicate with a wide range of individuals and constituencies in a diverse community
- Excellent written and oral communication skills

Preferred qualifications include:

- Knowledge of accreditation practices (e.g., MQA, AACSB)
- Knowledge of assessment and assurance of learning, especially related to AACSB
- Industry experience is a plus

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