

# Assistant / Associate Professor in Marketing (304320)

United Arab Emirates University in United Arab Emirates

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**Date Posted** February 17, 2019  
**Type** Tenured, tenure track  
**Salary** Not specified  
**Employment Type** Full-time

United Arab Emirates University (UAEU), established in 1976 as a federal institution with a focus on intellect, culture, and science, is the oldest and leading university in the UAE. Known for its pioneering spirit, it is one of the top universities in the region, and has a vast and influential alumni network of more than 65,000 graduates. Its pioneering nature is now once more underscored by its strategic project The University of the Future. In line with the United Arab Emirates Centennial Plan 2071 to provide the best education in the world, UAEU aims to realize global eminence and to become the University of the Future in the region. Hence, UAEU launched the “University of the Future” Project, a multi-phase project that re-envisioned the future of UAEU in becoming a world-class, university of the future, responding to the challenges and opportunities stemming from digitalization, the Fourth Industrial Revolution (4IR), technological innovations, globalization, and major societal challenges. In doing so, its aspiration is to be recognized as “the first world-class university in the country; among the first 20 in Asia; and among the first 200 globally” by 2030. The College of Business and Economics (CBE), AACSB accredited since 2000, redefined its strategy, accordingly, reflecting its ambition to «be, from a business angle, a catalyst for

technologically-driven innovation in relation with the digital economy and the 4IR», and focusing on – leadership, managerial, business and economic challenges in relation with the 4IR, the digital economy, technologically-driven innovation, and induced business-model innovation; – accelerated development of graduate education; and – strengthening corporate relations and internationalization. As part of this strategy, the CBE is now recruiting an Assistant / Associate Professor in Marketing.

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### **How To Apply**

You can apply for this position online at <https://jobs.uaeu.ac.ae/index.jsp>