

Assistant Professor of Digital Marketing

[Ajman University](#)

Ajman, United Arab Emirates

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Type: Full-Time

Posted: 04/02/2024

Application Due: Open Until Filled

Category: [Marketing and Sales](#)



جامعة عجمان
AJMAN UNIVERSITY

Assistant Professor of Digital Marketing

Ajman University College of Business Administration (CBA) has an opening for the position of Assistant Professor of Digital Marketing, starting in Fall 2024 / 2025. The selected candidate will have primary teaching and research interests in Digital Marketing, Social Media Marketing, and/or Marketing Analytics and will be expected to teach in graduate and undergraduate programs. The selected candidate will also be expected to actively engage with the business community. The College of Business Administration offers Bachelor's, Master's, and Doctoral programs and is accredited by AACSB.

QUALIFICATIONS & EXPERIENCE:

- Ph.D/DBA in Digital Marketing, Social Media Marketing, Marketing Analytics, or a closely related field obtained from a reputable university, preferably accredited by AACSB.
- Significant industry experience in Digital Marketing or Social Media Marketing is highly desirable.
- Excellent teaching record with at least two or more years of teaching experience gained at graduate and undergraduate levels in an internationally reputable university.
- Demonstrable record of excellence in developing and teaching (but not limited to) Digital Marketing, Social Media Marketing, Marketing Analytics, and related courses at both the undergraduate and graduate levels
- Outstanding record of research and peer-reviewed publications in top-tier business/management journals, preferably indexed in Scopus, ABS or ABDC.
- A record of collaborative and interdisciplinary research would be an advantage.
- Demonstrable record of supervising student projects and dissertations is preferred.
- An excellent record of professional and community service is required.

ESSENTIAL DUTIES & RESPONSIBILITIES:

- Design, deliver, and assess graduate and undergraduate courses in Digital Marketing, Social Media Marketing, and others as assigned in a timely manner.
- Engage in innovative and technology-based approaches to teaching and learning.
- Actively seek out methods, procedures and resources to best achieve course and lesson objectives.
- Provide academic advising services to students.
- Conduct high-quality research and publish research outcomes in reputable journals and conferences.
- Participate in committee and other service tasks at the department, college, and/or university levels as assigned.
- Actively engage in promoting the growth and visibility of Ajman University
- Provide consultancy and other industry-facing services to Ajman University partners and members of the business community
- Perform miscellaneous job-related duties as assigned

GENERAL:

- Play an active role in the administration and promotion of the Department of Marketing.
- Attend and actively contribute to departmental and university meetings as appropriate.
- Assist with students' recruitment efforts, including attendance at open days if required.
- Contribute to the strategic planning process at all levels, including participating in relevant working groups.
- Engage in continuous professional development.

APPLICATION PROCESS

A completed application will include:

- A letter of interest addressing qualifications for the position.
- A current curriculum vitae.
- A statement of teaching and research philosophy.
- Copies of transcripts of doctoral (or other highest, as applicable) coursework.
- A list of three professional references with names, titles, phone numbers, and email addresses- including a current or previous supervisor

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