

Assistant Professor / Associate Professor / Lecturer in Marketing

Company:

Wenzhou-Kean University

Location:

China / Wenzhou

Discipline:

Employment Type:

Permanent Full-time

Posted:

09/12/2024

Contact Person:

If you wish to apply for this position, please specify that you saw it on AKADEUS.

2025 Marketing tenure track Assistant Professor/Associate Professor/Lecturer

Wenzhou-Kean University

Wenzhou-Kean University (WKU), located in Wenzhou, China, one of three Sino-American universities along with NYU Shanghai and Duke Kunshan University, is approved by the Ministry of Education of China. Launched in 2012, WKU offers a unique model of higher education in partnership with Kean University, a comprehensive, public university in the state of New Jersey that is accredited by the Middle States Commission on Higher Education. Wenzhou is one of the most vibrant and economically advanced developed cities on China's East Coast, located one hour by plane and three hours by high-speed train from Shanghai.

WKU sits on approximately 500 beautiful acres and currently enrolls about 5,100 undergraduate students, and it is now in the midst of a rapid growth that will bring enrollment to 7,000 students within the next three years. All instruction is in English and all curriculum is provided by Kean University.

In addition to its current 18 undergraduate programs, WKU has been approved by the Ministry of Education for offering 8 Master's and 3 doctorate programs. WKU highly values research-powered teaching and learning, and the average number of faculty publications and the Field-weighted Citation Impact are among the best of leading Chinese academic institutions.

Position information:

We invite applicants for a full-time position of tenure-track 10-month Assistant/Associate Professor in Marketing to begin in **Fall 2025** (August 16). Research-oriented applicants with demonstrated high quality teaching are encouraged to apply.

The successful candidate will be able to teach courses such as Marketing Research and Consumer Behavior, as well as participate in the full range of faculty responsibilities, including scholarly research and service to the University. Applicants should possess an earned doctorate in Marketing from an internationally recognized AACSB or EQUIS accredited program, or anticipate completion prior to the start of the contract. Applicants with terminal Social Science degrees from top universities and proven research records in Marketing are also strongly encouraged to apply.

Faculty positions at WKU offer:

A well-rounded healthcare coverage, academic travel up to \$2,000, housing options and subsidy up to \$3,000, home traveling up to \$6,000 (2 international round-trip airfares), a reimbursement to cover relocation expenses up to \$1,000, shuttle bus to campus for work, and up to 8% front-load retirement benefits within accordance with completion of years of service with the University. Three-year initial contract. Six-credit course release for research per academic year for the first three years. A startup grant up to 80,000 RMB. WKU tuition waiver up to 50% for spouse/dependent children of faculty for undergraduate programs. Tuition discount of private/international kindergarten, elementary, middle and high schools for children of faculty. A collegial environment. The opportunity to teach high-quality students. About 50% of graduates have been admitted to graduate schools at the World's Top 50 Universities, and about 60% of graduates at the World's Top 100 Universities.

Qualifications

- Earned PhD in Marketing or anticipated completion prior to the contract start date. The position may be hired at the lecturer level, if the terminal degree is not earned by the starting date, or for other reasons.
- High-quality research record or clear potential to publish in top-tier peer-reviewed journals
- Fluency in written and spoken English

Application Instructions

Applicants are **REQUIRED to apply online**. To receive full consideration by the search committee, candidates need to submit the following documents via Interfolio (<https://apply.interfolio.com/156993>).

- Cover letter
- CV
- Teaching Statement with evidence of teaching effectiveness
- Research Statement
- Unofficial transcripts
- Contact information for three references
- 1-2 recent representative publications

We will begin reviewing applications immediately and will continue to do so on a rolling basis until the positions are filled. Official transcripts for terminal degrees and three current letters of recommendation are required before appointment.

Background Screening:

Wenzhou-Kean University conducts background screenings on all job candidates upon acceptance of a contingent offer and may use a third-party administrator to conduct background screenings.

Wenzhou-Kean University is an Equal Opportunity Employer.

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