

Assistant Professor / Associate Tenure-Track Professor in Marketing

Company:

Wenzhou-Kean University

Location:

China / Wenzhou

Discipline:

Employment Type:

Permanent Full-time

Posted:

08/01/2026

Contact Person:

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

2026 Marketing tenure track Assistant Professor/Associate Professor

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. The College of Business and Public Management is an AACSB-accredited business school. 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 5,200 students, and it is now in the midst of a rapid growth that will bring enrollment to 8,500 students within the next five 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 tenure-track 10-month Assistant/Associate Professor in International Marketing to begin in **Fall 2026** (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 and 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 before starting 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, financial assistance for academic travel, 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, and shuttle bus to campus for work. WKU tuition waiver up to 50% for spouse/dependent children of faculty for undergraduate programs. Three-year initial contract. Six-credit course release for research per academic year for the first three years for tenure-track positions. Startup grant up to 80,000 RMB for tenure track positions. A collegial environment. The opportunity to teach high-quality students. About 60% of graduates who pursued graduate study have been admitted to graduate schools at the World's Top 50 Universities, and more than 80% of graduates who pursued graduate study at the World's Top 100 Universities.

Qualifications

- Earned a PhD in Marketing or anticipated completion before 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 must submit the following documents via Interfolio (<https://apply.interfolio.com/177182>).

- Cover letter
- CV
- Teaching Statement with evidence of teaching effectiveness
- Research Statement
- Unofficial transcripts
- Contact information for three references, including references/names of potential referees from a current or recent direct supervisor.
- 1-2 recent representative publications

We will begin reviewing applications immediately and continue to do so on a rolling basis until the positions are filled. Please note that your immediate supervisor may be contacted for the purpose of conducting a reference check. 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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