

## Faculty Position in Digital Marketing (All Ranks)

Company:

**Xi'an Jiaotong-Liverpool University**

Location:

**China / Taicang, Greater Suzhou**

Discipline:

**Digital Marketing and Business Analytics**

Employment Type:

**Permanent Full-time**

Posted:

**2023-09-06**

Contact Person:

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

## Faculty Position in Digital Marketing (All Ranks)

**School:** School of Intelligent Finance and Business, XJTLU Entrepreneur College (Taicang)

**Position:** Faculty Position in Digital Marketing (All Ranks)

**Academic Discipline:** Digital Marketing and Business Analytics

**Location:** Taicang, Greater Suzhou, China

### **ABOUT XJTLU**

In 2006 Xi'an Jiaotong-Liverpool University (XJTLU) was created by the University of Liverpool and Xi'an Jiaotong University - a top ten university in China. Offering a unique international education experience, XJTLU brings together excellent research practice and expertise from both institutions and gives students the skills and knowledge they need to secure careers in a global marketplace. XJTLU now has around 25,000 enrolled students in both Suzhou and Liverpool in the UK, with plans to grow to about 28,000 students by 2025. There are currently about 2,000 staff, among which about 1,000 academic staff, with an almost even split between citizens of the People's Republic of China and international passport holders. XJTLU offers our undergraduates and postgraduates over 100 programmes with a diverse spectrum of courses.

With a focus on innovative learning and teaching, and research, XJTLU draws on the strengths of its parent universities, and plays a pivotal role in facilitating access to China for UK and other institutional partners. At same time, XJTLU is exploring future education by blending the educational theory, best practice and culture from west and east.

For detailed information about the university, please visit [www.xjtlu.edu.cn](http://www.xjtlu.edu.cn).

### **ABOUT ENTREPRENEUR COLLEGE (TAICANG)**

In 2019, the XJTLU Entrepreneur College (Taicang) was launched, as a pioneers of, and an educational model for, the future university and campus in developing talents and leaders to meet local, national, and global challenges arising from the 4th Industrial Revolution.

Developed in collaboration with the Taicang Municipal Government and industry partners, the XJTLU Entrepreneur College (Taicang) moved to the university's newly opened award winning Taicang campus, within Greater Suzhou, in September 2022. As a result, there are opportunities at all levels for innovative academics in the fields represented by the following schools and education platforms:

- School of AI and Advanced Computing
- School of Intelligent Finance and Business
- School of Intelligent Manufacturing Ecosystem
- School of Internet of Things
- School of CHIPS
- School of Robotics
- School of Cultural Technology (part of the Academy of Film and Creative Technology)
- Entrepreneur and Enterprise Hub

### **ABOUT THE SCHOOL OF INTELLIGENT FINANCE AND BUSINESS**

The **School of Intelligent Finance and Business** is one of 7 industry-themed Schools in the XJTLU Entrepreneur College (Taicang campus), and there is the capacity to grow further within the college to a total of 10 schools. Common to each School is an Education, Research and Development Institute ("ERDI") for teaching and university-business research collaboration, a professional services centre supporting daily activities of students, staff, and business partners, and a School Affiliated Company, which has been jointly established by XJTLU and the School's industry partner for practical on-the-job learning and teaching. The governance and management of the School is through a School Council. The Dean of School oversees the School Management Team as well as contributing to the leadership of the Taicang campus.

The School of Intelligent Finance and Business is jointly developed by the University and an industry partner, AMT, to deliver the industry-themed programme(s). The first degree programme that the School has launched for the Academic Year 2019/2020 is BSc Intelligent Supply Chain.

### **PERSONAL ATTRIBUTES**

The School of Intelligent Finance and Business is adopting a new higher education model based on the concept of Syntegrative Education (SE). SE is a new model that has been developed by the University to address future challenges from the 4th Industrial Revolution and is a core part of the University's strategy for the next ten-year development that stresses innovation and entrepreneurship. SE aims at training syntegrative leaders with Management skills, International perspective, Discipline-specific knowledge, and adaptability in Industry (MIDI).

The position seeks individuals who will echo these values and are passionate about undergraduate and graduate student engagement. The University seeks faculty members who can model the excitement of engagement, discovery, and creativity and who are committed to education as an integrated and transformational process.

### **RESPONSIBILITIES**

We are looking for future colleagues who can:

- Understand and have an entrepreneur and innovative mindset, in line with the ethos of the College
- Deliver high-quality teaching to undergraduate and graduate students, as evidenced by peers, students and external examiners.
- Supervise undergraduate and postgraduate students.
- Provide administrative service to the School, the University and its stakeholders.
- Maintain a sustained record of successful PhD supervision.

- Work collaboratively with relevant School(s), College and University entities to identify opportunities for meaningful and genuine partnership and successful impact-creation for research.
- Conduct high-quality industry-enhanced research and consultancy contracts, evidenced by contribution that output makes to industry, the economy, society, environment or culture, beyond the contribution to academic research.
- Maintain good, sustained, and successful research grants with impact measured by publications in leading journals and other research outputs.
- Create, develop and manage successful research partnerships with industry, academic institutions, and other external organisations.
- Support innovative cross-disciplinary research in line with the Entrepreneur College (Taicang) research themes, and become an ambassador for the School for the promotion of cross-boundary research and teaching activities.
- Engage actively with new educational models and embrace innovative, interactive, technology-enhanced learning, teaching, and assessment approaches; understand and have an entrepreneur and innovative mindset in line with College ethos.
- Contribute to the school's teaching development through mentoring and supporting early career academics (Associate Professor and above).
- Undertake any other appropriate tasks assigned by the Entrepreneur College or University through the Dean of School or College Senior Management Team.

#### **ESSENTIAL QUALIFICATIONS/EXPERIENCE:**

Successful applicants are expected to have:

- A PhD degree in areas such as: Digital Marketing, Digital Economy, Business Analytics and Information System Management; or be able to demonstrate an equivalent professional practice and engagement. Quantitative approach to research is preferred;
- Self-motivated for innovative teaching.
- Clear understanding of the philosophy and concept of Syntegrative Education(SE).
- Demonstrable past teaching/industry experiences or practices aligned with Syntegrative Education (SE).
- A commitment to Continual Professional Development in all areas of the role as an academic at the university.
- Ability to work, teach and research in English
- Strong team-work spirit.

#### **DESIRABLE QUALIFICATIONS/EXPERIENCE:**

- A good track record of engagement with business and industry.
- University-level teaching experience.
- Relevant industry experience.
- Appropriate research experience, including working with industry, for the corresponding academic position level.
- Experience in intensive teaching and problem-based learning, and a willingness to be innovative in teaching practices.
- An institutional builder, able to work with wider disciplines across the college.
- For non-Chinese applicants, two years, full time, same subject teaching in a college/university is required by the Chinese work permit policy.
- For candidates coming from a practitioner's background or more experiences in industry engagement, we equally welcome those who have familiarity with digital marketing practice.

#### **CITIZENSHIP AND VISA REGULATIONS**

Employment at Xi'an Jiaotong-Liverpool University is regulated by Chinese Labour Laws, and must

comply with the regulations of the provincial government. These regulations stipulate who is eligible for legal employment with regard to obtaining work permits and visas. Please be advised candidates over 65 may be not eligible for a work visa in the [P.R.](#) China.

### **CAREER DEVELOPMENT**

1. Clear career development path with annual review.
2. Professional development trainings are provided.

### **COMPENSATION & BENEFITS**

**SALARY:** Competitive salary in the market

### **BENEFITS**

- Allowance: XJTU provide various month/annual/one-off allowances as
  1. Housing allowance
  2. Travel allowance
  3. Education allowance
  4. Relocation allowance
  5. Etc.
- Commercial insurance: international insurance plans customized for XJTU staff and family members. (details refer to the University Policy)
- Paid holidays:
  1. Statutory Holidays (11 days)
  2. Annual Leave (36 days)
  3. Family Matters Leave
  4. Paid Sick Leave
  5. Marriage Leave
  6. Paternity Leave
  7. Parental Leave
  8. Etc.
- Working visa and residence permit in China: XJTU sponsors working visa and residence permit in China for the staff.

### **HOW TO APPLY**

Please submit your application on our university website: <https://career15.sapsf.cn/sfcareer/jobreqcareer?jobId=2045&company=xjtlu>

Applications must be submitted in a single pdf file that includes 3 parts in the order of:

- A cover letter
- A current CV, including date of birth, country of citizenship, and highest degree level
- Contact Details for Three References

For specific enquiries relating to the position, please email to the Dean of the School by email [junsong.chen@xjtlu.edu.cn](mailto:junsong.chen@xjtlu.edu.cn) or to HRBP on [huijuan.zhang@xjtlu.edu.cn](mailto:huijuan.zhang@xjtlu.edu.cn).

Contact Person:

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