

[AY 23-24] Faculty of Marketing
VinUniversity

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Downloaded On: May. 9, 2024 11:13am

Posted Feb. 22, 2024, set to expire Jul. 8, 2024

Job Title [AY 23-24] Faculty of Marketing
Department Hanoi
Institution VinUniversity
Ha Noi, , Vietnam

Date Posted Feb. 22, 2024

Application Deadline Open until filled
Position Start Date Available immediately

Job Categories Professor

Academic Field(s) Marketing

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Job Description

THE COLLEGE OF BUSINESS & MANAGEMENT

Through its excellence in teaching, research and innovation, the College of Business & Management (CBM) aims to nurture and develop competent business professionals, leaders and entrepreneurs with integrity who are critical thinkers and aspire to move Vietnam to a respectful position in the world.

The College offers two degree programs: Bachelor of Business Administration and Bachelor of Science in Hospitality Management. With our AACSB compliance, Cornell University certified curricula, world-class international and Vietnamese faculty members, modern pedagogical approaches, and infrastructure at the forefront of technology, we will prepare our students to become leaders and innovators with entrepreneurial mindset, to be employed by top employers or successfully self-employed.

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With a vision to become a research focused college, the College of Business and Management will soon offer different graduate programs and provide the desirable research environment for our faculty members to conduct world-class research and pursue advances in business. Moreover, with the advantage of being in the ecosystem of Vingroup with a number of leading companies such as Vinpearl, Vinhomes, VinHMS, VinFast, VinTech, and Vincom Retail, the College will collaborate closely with these companies in research to create breakthrough products, services and solutions.

The College of Business and Management at VinUniversity is recruiting a faculty member in the following field and track:

- Field: Marketing
- Preferred Research interest: Brand Management, Marketing Analytics, Digital Marketing, Retail and IMC.
- Track: Open track

The College of Business and Management at VinUniversity is also recruiting **program directors** for each of its two degree programs: Bachelor of Business Administration and Bachelor of Arts in Hospitality Management. If you are interested in applying for this position, please **indicate your interest in your cover letter**.

POSITION RESPONSIBILITIES

The College of Business and Management faculty members will have three major responsibilities: teaching, research and service. The workload allocation will be based on faculty rank and track in alignment with generally accepted international standards and practices at universities accredited by AACSB. A teaching-track faculty member will be expected to focus more on teaching courses.

KEY SELECTION CRITERIA

Have a master/doctorate degree in related fields from well-established universities.

Have a strong knowledge of the subject area combined with a broad subject background enabling contributions to teaching programs.

Have good experience in experiential learning methods such as TBL (Team-based Learning), PBL

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(Project-based Learning), ABL (Action-based Learning) and can successfully employ them in all courses.

Demonstrate a record of teaching excellence (student evaluation, teaching award, etc.).

Have a high spirit and strong passion for education; agile to embrace changes and take on new challenges; willing to adopt and actively employ new teaching methods; open-minded to new and different environments; team-player willing to contribute to organizational goals and initiatives.

Excellent written and verbal communication skills in English.

COMPENSATIONS

The salary and benefits are internationally competitive and commensurate with qualifications and experience.

LIVING AND WORKING IN HANOI, VIETNAM

Work permit: VinUniversity will assist in and provide advice for obtaining the necessary paperwork needed for employment in Vietnam (visa, work permit, insurance, etc.). However, it is your responsibility to ensure that you can satisfy all the paper requirements in a timely manner.

According to Vietnamese Law, expatriates are required to submit all necessary documents for a work permit on the first day in Vietnam. For more information about the necessary documents, please refer to the information in this [link](#).

Living costs: Vietnam has a comparatively low cost of living and expatriates can live a very comfortable life here with a moderate expenditure.

ABOUT VINUNIVERSITY

VinUniversity (VinUni: <https://vinuni.edu.vn/>) is the first private, not-for-profit Vietnamese university established based on international standards. The university integrates the models of excellent international universities with the unique cultural and economic characteristics of Vietnam, to make a

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breakthrough in Vietnamese higher education and to become a world-class university.

VinUni has strategic collaborations with the world's leading universities, including Cornell University and the University of Pennsylvania. These universities have become close advisors and crucial enablers in establishing the three colleges at VinUni: College of Business and Management, College of Engineering and Computer Science, and College of Health Sciences. Every aspect of the University: its curricula, research, faculty, student body, facilities, and campus life, is being developed to meet the highest standards set by the world's leading accrediting and ranking organizations, such as ABET, AACSB, Quacquarelli Symonds (QS) and Times Higher Education (THE).

VinUni's founding benefactor Vingroup is one of the biggest private conglomerates in Asia with the largest market capitalization value in Vietnam. As a multisector corporation, Vingroup focuses on three main areas: Technology; Industrials; and Property Services. VinUni is proud to be a part of the Vingroup ecosystem, giving its students opportunities to connect with several high quality research institutes (such as VinAI, VinBrain, and Vin BigData), pioneering industrial enterprises (such as VinSmart and VinFast), and leading Vietnamese companies (such as Vinpearl, Vincom Retail, Vinmec, and Vinhomes).

HOW TO APPLY

To apply, please send (1) a cover letter, (2) a resume, (3) a teaching statement, (4) a research statement and submit (5) a minimum of two recommendation letters.

We thank all applicants for their interest. Please note that *only those candidates selected for interviews will be contacted.*

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact

VinUniversity

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