



清华大学经济管理学院
School of Economics and Management, Tsinghua University

Department of Marketing

POSITIONS

Tenure-Track Associate and Full Professor in Marketing at the School of Economics and Management, Tsinghua University (Tsinghua SEM) and Tsinghua Shenzhen International Graduate School (Tsinghua SIGS).

ABOUT TSINGHUA SEM AND DEPARTMENT OF MARKETING

Tsinghua has the most selective undergraduate program in Mainland China and is among the top 20 universities in the world according to both Times of London and QS rankings. The School of Economics and Management is in the midst of an aggressive campaign to attract world-class researchers to join the faculty. Situated within Beijing in a former Qing Dynasty garden that made Forbes' list of the World's Most Beautiful College Campuses, it provides an excellent research environment and the possibility of teaching undergraduate, Master's (research-oriented, MBA and EMBA) and Ph.D. students. More information about the school can be found at <http://www.sem.tsinghua.edu.cn/en/>.

Founded in 2004, the Department of Marketing at Tsinghua School of Economics and Management is a recognized leader in China in the marketing discipline, and one of the top marketing departments in the Asia-Pacific region. We are a group of dynamic and collegial scholars. As of 2024, there are 12 fulltime faculty members with expertise in quantitative marketing, marketing strategies and consumer behavior.

We are a highly productive research group. Our research has been published in top-tier marketing and management journals (UT Dallas list and FT 50), including *Journal of Marketing Research*, *Management Science*, *Marketing Science*, *Operations Research*, *Journal of Marketing*, *Production and Operations Management*, *Journal of Consumer Research* and *Journal of Consumer Psychology*. More information about the Department can be found at <http://www.sem.tsinghua.edu.cn/marken/>

ABOUT TSINGHUA SIGS

Tsinghua Shenzhen International Graduate School (Tsinghua SIGS), the one and only campus of Tsinghua outside of Beijing, was launched in Shenzhen, the heart of the vibrant Guangdong-Hong Kong-Macao Greater Bay Area in March 2019.

SIGS aims at bringing together world-class faculty members and postgraduate students, tackling global challenges through cutting-edge research and international collaborations, nurturing the next generations of global leaders.

Committed to building itself into a world-class graduate school, Tsinghua SIGS will work



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closely with enterprises in the Greater Bay Area, and prepare future technology innovators, scientists, and entrepreneurs through innovative graduate programs.

POSITIONS SUMMARY

The School of Economics and Management at Tsinghua University (Tsinghua SEM) invites applications for faculty positions in the Department of Marketing. Candidates at all levels will be considered.

The School offers an internationally competitive compensation package. Applicants should hold a Ph.D. degree or expect to have one when the appointment starts in 2024 or 2025. Preference is given to applicants with a research focus on Quantitative Marketing, Consumer Behavior, Digital Market and Digital Marketing. Research excellence (i.e. published papers or papers in advanced stages in top-tier marketing or related journals) and strong teaching performance are required.

APPLICATION

To apply, please send an application cover letter, CV (including a list of publications and working papers), evidence of research and teaching excellence, selected articles or working papers to scholar@sem.tsinghua.edu.cn.

Screening of candidates will start immediately and will continue until the positions are filled.