

UTB SCHOOL OF BUSINESS

ECONOMICS

3. DIGITAL MARKETING / MARKETING *(PROFESSOR POST ONLY)

Applications are now invited for the position of **Professor in Digital Marketing / Marketing** within the **Economics Programme Area, UTB School of Business**

JOB REQUIREMENTS

Applicants must possess at least an upper second-class bachelor's degree (with honours), a Master's degree (preferably with Distinction), and a PhD in Digital Marketing, Marketing, Marketing Communications and Branding, International Marketing, Services Marketing, or a closely related field from a recognised university.

Applicants should have served in a professorial or equivalent position at a university for a significant period, demonstrating a proven record of fulfilling the KPIs in teaching, research, publication, and administration at HEI; or holding an associate professorial position for considerable years and fulfilling the KPIs for teaching, research, publications, administration, community service, postgraduate supervision, and serving as an internal and external assessor/referee.

Applicants should have extensive experience, a strong international reputation, and be recognised speakers in their area of specialisation. The applicants should be capable of enhancing the faculty, centre, or university's performance and reputation on the global stage, as well as contributing positively to the wider community within their field. The applicants should demonstrate the ability to mentor emerging scholars and provide academic leadership.

The applicants must demonstrate a proven record of Ph.D supervision, impactful research publications in reputable journals, and successful acquisition of research grants. Preference will be given to candidates with a strong track record of teaching excellence, research productivity, and academic leadership. Possession of relevant industry experience and/or professional qualifications will be viewed favourably.

The ability to teach across related business disciplines is highly desirable. Experience in postgraduate teaching, particularly DBA programme, will be an added advantage.

The successful applicant is expected to be qualified of designing, and delivering courses in Digital Marketing and related areas, at both undergraduate and postgraduate levels, and provide pertinent materials in these fields. A demonstrated interest and ability to assume a leadership role is highly desirable. Active participation in the activities of the Faculty and the University, including research initiatives, seminars, and academic

administrative duties. The successful applicant is also expected to take a leading role in research, contributing to high-quality publications, research collaborations, and funded projects, within these areas.

QUALIFICATIONS

Details of the qualifications requirements for the above positions can be obtained from the UTB website at <http://www.utb.edu.bn/careerutb/>

SALARY AND FRINGE BENEFITS

Details of the salary and fringe benefits can be obtained from the UTB website at <http://www.utb.edu.bn/careerutb/>

APPLICATION SUBMISSION

Completed application forms, together with copies of academic certificates and transcripts, a comprehensive curriculum vitae with the names and addresses of 4 referees, teaching portfolio, research portfolio, Scopus h-index, citation, and the number of listed publications should be submitted to:

Registrar and Secretary
Universiti Teknologi Brunei
Jalan Tungku Link
Gadong BE1410
BRUNEI DARUSSALAM
or
utb.personnel@utb.edu.bn

Incomplete applications will not be considered.

For further information and to download the application form, please visit the UTB website at <http://www.utb.edu.bn/careerutb/>

Closing Date: **29 December 2025**

Only shortlisted candidates will be notified.