

**Full-time Assistant Professor/Associate Professor Positions (Two Posts): Creative Media & AI Innovations/Creative Industries/Cultural Policy**  
**(Ref: SCT 2025-2-5)**  
**(Start date: September 2026)**

Hong Kong Shue Yan University invites applications for three full-time academic positions for its new Master of Social Sciences in Smart Cultural Tourism (MSSc-SCT) programme, hosted by the Department of Sociology. The appointment will commence in September 2026. Rank will be commensurate with the candidate's qualifications and experience.

The MSSc-SCT programme is a pioneering taught postgraduate programme in Hong Kong that uniquely integrates cultural tourism with smart technologies. It is strategically developed to align with the city's vision of becoming a smart city and a cultural hub, responding to the growing industry demand for professionals who can create in-depth, technology-enhanced cultural experiences.

**Position I: Full-time Assistant Professor/Associate Professor in Creative Media**

**Responsibilities:**

The appointee will be expected to:

- Teach postgraduate courses in the MSSc-SCT programme, specifically immersive technologies for cultural tourism experiences, and creative storytelling.
- Supervise students' master projects and research-informed studio work.
- Contribute to the ongoing curriculum development and quality assurance of the programme.
- Pursue an active research agenda, secure competitive research grants, and publish in high-quality refereed journals.
- Engage in departmental and university service and administration.

**Qualifications and Requirements:**

Candidates should possess:

- A doctoral degree in Creative Media, Immersive Technologies (VR/AR/MR), Digital Heritage, or a related field from a recognised university.
- Proficiency in real-time 3D engines, specifically Unity or Unreal Engine.
- Hands-on experience with 3D modelling and asset creation tools (e.g., Blender, Maya) and photogrammetry software (e.g., RealityCapture, Metashape).
- Demonstrable portfolio showing expertise in designing interactive narratives and non-linear storytelling for location-based experiences or virtual environments.
- Relevant teaching and/or industry experience in creative media or related sectors.
- Proficiency in both English and Chinese (Putonghua) is required to teach effectively in the programme's dual language streams.

**Position II: Full-time Assistant Professor/Associate Professor in AI Innovations/Creative Industries/Cultural Policy**

**Responsibilities:**

The appointee will be expected to:

- Teach postgraduate courses in the MSSc-SCT programme, specifically covering topics related to creative economy and the application of AI in creative sectors.
- Supervise students' master projects and research-informed studio work.
- Contribute to the ongoing curriculum development and quality assurance of the programme.
- Pursue an active research agenda, secure competitive research grants, and publish in high-quality refereed journals.
- Engage in departmental and university service and administration.

**Qualifications and Requirements:**

Candidates should possess:

- A doctoral degree from a recognised university.
- Demonstrable expertise in cultural policy and the creative industries, with a specific research or professional interest in the intersection of Artificial Intelligence and the creative sectors.
- Strong practical knowledge of AI technologies: while technical engineering skills are not required, candidates must be proficient in using AI tools and capable of explaining their mechanics, limitations, and applications in a business context.
- Proficiency in both English and Chinese (Putonghua) is required to teach effectively in the programme's dual language streams.

**The Programme:**

The Master of Social Sciences in Smart Cultural Tourism (MSSc-SCT) is an innovative, interdisciplinary programme designed to cultivate professionals who can transform cultural content into engaging tourism experiences enhanced by smart technologies (e.g., AI, VR/AR, interactive media). The curriculum is built on two foundations: Domain Knowledge of Cultural Tourism and Smart Technology Application Skills, preparing graduates for diverse careers in the tourism, cultural, creative, and technology sectors.

**Application Procedure:**

Applications should be sent via email to [recruit\\_ap@hksyu.edu](mailto:recruit_ap@hksyu.edu) and must include the following documents:

1. A cover letter
2. A completed application form (please click [here](#) to download)
3. A full CV (including a detailed list of research projects and publications)
4. A teaching statement (max. 250 words)
5. A research statement (max. 250 words)
6. Two representative publications
7. Three reference letters (please arrange for the referees to send the letters directly to the application email address)

For enquiries about the positions, please send an email to Dr. Shengdan CAI at [scai@hksyu.edu](mailto:scai@hksyu.edu).

**Closing Date:** 31 March 2026, or until the position is filled.

The review of applications will begin as soon as they are received and will continue until the position is filled. Only shortlisted candidates will be contacted. The personal data received will be kept confidential and used for recruitment purposes only.