

HONG KONG SHUE YAN UNIVERSITY
Department of Business Administration
Position: Research Assistant (Full Time)

Job Duties

The appointees will assist in implementing an RGC funded project entitled “Untangling the Complexity of Customer Negative Brand Engagement in the Digital Era” undertaken by Dr Mark Ng of the Department of Business Administration.

The appointees will be responsible for the following tasks:

- (a) Data collection on different stages of the study including liaison and interview of marketing practitioners, customers interview and survey, and analyze of customer reviews and comments;
- (b) Perform data analysis on interviews and survey research;
- (c) Drafting brief reports and conference papers; and
- (d) Other research and administrative duties as assigned by the Principal Investigator.

Requirements

Applicants should possess

- (a) a Bachelor’s degree, preferably with some experience in business or marketing.
- (b) good command of both written and spoken English and Chinese;
- (c) a strong sense of responsibility;
- (d) good organizational skills, communication skills, interpersonal skills and analytical abilities; and
- (e) good computer skills.

Terms and Conditions

The appointment will be made on the basis of a one-year contract, with a possibility of extension, subject to mutual agreement and funding availability. The remuneration package will be commensurate with qualifications and experience.

Application

Applicants should send a completed application form, together with a cover letter and a curriculum vitae with expected salary to Dr. Mark Ng via chng@hksyu.edu.

Application form (academic positions) can be downloaded at <https://www.hksyu.edu/en/about/career/>. All applications will be treated in strict confidence. Only those who are shortlisted will be contacted.

Closing Date: 31 May 2022.