

## **Associate Professor - Main Responsibilities**

### **Teaching**

- Teach and support undergraduate and postgraduate students.
- Teach selected subjects in the discipline on Hospitality Management / Tourism management / Business management / Digital Marketing / CRM & Data Analytics / Consumer & Tourist Behavior / Tourism Economics / Strategic Management / Research Methods / Luxury Management / Leadership / Revenue Optimization / Digital Transformation etc.
- Participate in the development, assessment, and revision of academic courses and programmes.
- Advise and mentor students on academic, career, and personal development.
- Develop and revise syllabi ensuring that they remain current and relevant.
- Supervise students' research projects, theses, or dissertations.
- Stay updated with latest advancements in their field through continuous learning, attending conferences, workshops, and seminars.

### **Research**

- Engage with professional bodies and associations related to the Academy.
- Conduct original research in line with the Academy's research strategy.
- Publish research in reputable journals, books, or conference proceedings.
- Secure external funding for consultancy projects or grants to support research activities.
- Ensure that all teaching and research activities uphold the highest standards of academic integrity and ethical conduct.

### **Service**

- Develop and/or present professional development courses when required to facilitate the development of industry colleagues.
- Provide support to the organization of academy events, partner Institutions academy visits & community activities.
- Serve on Academy committees or working groups.
- Contribute to functions such as accreditation processes, Quality assurance and strategic planning.
- Engage in outreach activities, sharing expertise with the local community or society at large.
- Carry out any other duties commensurate with the scale and grade of the post.
- Comply with annual goal setting and performance review.
- Comply with Academy policies and procedures.

### **About you:**

The ideal candidate for this position will have the following experience and qualifications.

- PhD in a relevant discipline
- A minimum of two years of teaching experience in a hospitality/Business related undergraduate programme (masters preferred)
- A minimum of two years of experience in curriculum/course design.
- Must have a portfolio of research activities that offer a realistic prospect of publication in international refereed journals.
- Operational experience in the Hospitality and Tourism Industry
- Team player, able to foster a positive, inclusive, and collaborative environment.
- Provide a secure, safe, challenging, and friendly learning environment.