

Founded in 1994 and awarded the University title in 2016, The Education University of Hong Kong (EdUHK) is a publicly funded university, dedicated to the advancement of teacher education and related disciplines through a diverse offering of academic, professional and research programmes. The University aspires to become a leading university in the Asia Pacific region and beyond, with a focus on educational and multidisciplinary research, development and innovation. We are committed to nurturing outstanding and caring educators and professionals as well as enhancing the impact of scholarship.

The University has an academic/teaching staff strength of about 460 and total student headcount of about 11,000. It has a Graduate School and three Faculties, namely, Faculty of Education and Human Development, Faculty of Humanities, and Faculty of Liberal Arts and Social Sciences, comprising 14 academic departments, as well as two Academies, Academy for Educational Development and Innovation and Academy for Applied Policy Studies and Education Futures, a number of University-level research centres and Faculty-level research and professional development centres. For more information about the University, please visit <http://www.eduhk.hk>.

To continue pursuing excellence in the advancement of knowledge, scholarship and innovation through high quality research, we are seeking enthusiastic and highly dedicated academics to join the University in support of its strategic development in diverse areas.

Chair Professor / Professor / Associate Professor – New Media, Social Media & E-Commerce Academy for Educational Development and Innovation (AEDI)

The Academy for Educational Development and Innovation (AEDI) is seeking an experienced, inspirational and energetic candidate to join the University in support of its development in the area(s) of **New Media, Social Media and E-Commerce**.

Successful applicants will join the University's highly qualified scholar team and affiliate with the Academy. The appointees will contribute to enhancing the University's research capacity and impact on the relevant strategic research area(s). Responsibilities mainly include: (i) conducting high-quality research, and generating scholarly publications or other significant research outputs; (ii) initiating and supporting research projects, and securing external research grants, external funding and donations to enhance area impact; (iii) strengthening academic and professional networks, including collaborations with local and overseas institutions and universities; (iv) providing effective leadership in programme and curriculum development as well as programme and course management at undergraduate to postgraduate levels; (v) engaging in and leading research-related activities with colleagues and RPg students; and (vi) participating in and be an active member of the University's community.

Applicants should have a doctoral degree and/or prior degrees in relevant area(s). They should be active researchers with proven capacity and competence in research. They should be fluent in English and Putonghua, with a preference for some knowledge of Cantonese and an understanding of the educational context of Hong Kong and/or China. For Associate Professor, applicants should preferably possess a doctoral degree and have a minimum of 15 years of professional work experience, with outstanding achievements at senior management in renowned organisations. Candidates with research experience and strong industrial connections in the Chinese Mainland would be highly valued.

For information on the Academy for Educational Development and Innovation (AEDI) please visit: <https://aedi.eduhk.hk/>

Salary will be commensurate with qualifications and experience.

Initial appointment will be made on a fixed-term contract. Fringe benefits include the University's Voluntary Contributions to MPF Scheme or a contract-end lump sum payment (totaling up to 15% of the basic salary), leave, medical and dental benefits, and, where applicable, housing benefits.

The University is being represented in this search by Perrett Laver Limited. Interested parties are invited to submit applications, together with a full curriculum vitae, in confidence to Ms. Annebella Choi by email to Annebella.choi@perrettlaver.com. **Review of applications will commence from early February 2026, and will continue until the post is filled.** Personal data provided by applicants will be used for recruitment and other employment-related purposes. For details of the Personal Information Collection Statement, please refer to <http://www.eduhk.hk/jobsopp/index.php?glang=en>

All applications will be treated in strict confidence. Only those who are shortlisted will be contacted. The University reserves the right not to fill the position(s) advertised. Since the incumbent's work would involve contacts with persons aged under 18 and/or mentally incapacitated persons, prospective employee(s) will be required to undergo Sexual Conviction Record Check operated by the Hong Kong Police Force.

EdUHK is an Equal Opportunities Employer.