

HKUST Marketing Department 2024 PhD Program Recruitment Summer Camp

Calling for Applications

The Department of Marketing at the Hong Kong University of Science and Technology (HKUST) is hosting a summer camp for potential PhD applicants on August 23, 2024. The objective is to offer students who have an interest in applying to our PhD program an opportunity to get to know our PhD program in depth and interact with our faculty and PhD students.

1. About HKUST School of Business and Management

- 6 departments, 7 research disciplines for PhD Program, 7 research centers
- 160+ faculty from over 25 nationalities
- Research Asia's No.1 (since 2005) by University of Texas at Dallas
- Kellogg-HKUST EMBA Program World's No.1 (2007, 2009-13, 2016-2018, 2020, 2022-23) by the Financial Times
- Full-time MBA Program Asia's No. 1 (2010-14, 2016) by the Financial Times

2. About HKUST Marketing PhD Program

The Doctor of Philosophy (PhD) degree program in the HKUST Business School prepare students for a research and teaching career in universities across the world. Our PhD students receive rigorous training and work closely with faculty in a vibrant and intellectually stimulating academic environment.

■ Faculty and Research Productivity

- Two research areas: Consumer Behavior and Quantitative Modeling
- 16 faculty from 6 nationalities, all with a PhD degree from top U.S. and European Universities
- 8 faculty with editorial role in top marketing journals (*Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Consumer Psychology*, *Marketing Science*, *Management Science*, *Journal of Marketing*), including five Associate Editors (*Journal of Consumer Research*, *Journal of Consumer Psychology*, *Marketing Science*, *Management Science*, *Journal of Marketing*)

■ Scholarships for Admitted PhD Students

The department offer scholarships to all admitted students through one of the two admission schemes: Hong Kong PhD Fellowship Scheme (approximately HK\$27,000/month) and HKUST PhD Admission (approximately HK\$18,000/month). Additionally, merit-based scholarships are granted annually to successful applicants.

■ Placement of Past PhD Students (2003-2024, initial placement)

2003	YEUNG, Wing Man - National University of Singapore
2006	FONG, Pun San - Macau Polytechnic University
2008	HUNG, Wai Ping - National University of Singapore
2008	JIANG, Yuwei - Hong Kong Polytechnic University
2008	SHEN, Hao - Chinese University of Hong Kong
2008	MAK, Wah Sung Vincent - University of Cambridge
2009	CHAN, Yee Ling - Tilburg University
2009	ZHAO, Yi - Georgia State University
2010	CHARK, Chi Hang - National University of Singapore
2012	YAN, Dengfeng - University of Texas at San Antonio
2013	CHEN, Xi - Erasmus University
2014	CHEN, Fangyuan - Peking University
2014	WANG, Tingting - Sun Yat-sen University (PRC)
2015	SHI, Yang - Sun Yat-sen University (PRC)
2015	SALUJA, Geetanjali - University of Technology Sydney
2016	CHENG, Yimin - Monash University
2017	MAENG, Hyun Chul - India Institute of Management Bangalore
2017	OH, Ga-eun - Hong Kong Open University
2018	HUANG, Yunhui - Ohio State University
2018	ZHANG, Qiang - Chinese University of Hong Kong, Shenzhen
2019	WANG, Shi - Ohio State University
2020	LIU, Jingshi - City, University of London
2021	FAN, Haosheng - NEOMA Business School
2021	VIJAYAKUMAR, Suhas - University College Dublin
2022	YANG, Wooyun - University College Dublin
2022	CONG, Ziwei - Georgetown University
2022	LU, Huidi - NEOMA Business School
2024	WANG, Xuewen - Tianjin University (PRC)

3. **Application Eligibility, Travel Allowance & Accommodation**

- Undergraduate and postgraduate students who plan to apply to HKUST PhD Program in Marketing for the Fall 2025 semester
- HKUST Marketing Department will cover a travel allowance (up to HK\$1,400 per person) and provide free accommodation on HKUST campus

4. How to Apply

To apply to the summer camp, please follow the checklist below and send the whole application packet to cherryyeung@ust.hk. The application deadline is **July 17, 2024**.

- Completed application form (appended below)
- A personal statement (max word limit 1000 words) explaining your academic background and achievements, past research experience and interest, and why you would like to pursue a PhD degree in marketing
- Latest CV
- A copy of latest transcripts for all academic qualifications
- Copies of standardized test scores (e.g., TOEFL/IELTS, GRE/GMAT, CET4/CET6). Please note that standardized test scores are not required, but are strongly encouraged. Applications including standardized test scores will be given priority. Expired scores will also be considered within reason.
- One letter of recommendation
- Other supplementary materials if any (e.g., publications or conference papers, abstract or brief write-up for any ongoing research activities).

Selected applicants will be notified via email on/before July 31, 2024.

Contacts and Inquiries

Department of Marketing <https://mark.hkust.edu.hk/>

Cherry Yeung: cherryyeung@ust.hk, +852 2358 7707

HKUST 2024 PhD Program Recruitment Summer Camp Application Form

Personal Particulars					
Name		Gender		Photo (size: 1 inch)	
Mobile		Email Address			
Postal address and Postal code					
Research area preference					
<input type="checkbox"/> Consumer Behavior			<input type="checkbox"/> Quantitative Modeling		
Educational background					
Attended Undergraduate School		Major:		GPA / Total	
Attended Postgraduate school		Major:		GPA / Total	
Attained scholarships					
English grade	CET4_____ CET6_____ TOEFL (if any) _____				
Other awards or research experience (such as academic conferences, academic reports, academic papers, etc.)					
Applicant Signature:			Date:		
_____			_____		

香港科技大学商学院市场营销系 2024 年招募博士研究生夏令营

香港科技大学商学院市场营销系将于 2024 年 8 月 23 日为有意入读博士 (PhD) 学位课程的申请者举办一个夏令营，希望借此机会给申请者一个深入了解本校博士课程以及与教授及在读博士生互动的机会。

1. 关于香港科技大学商学院

- 6 个学系，7 个提供博士课程的研究学科，7 所研究中心
- 来自超过 25 个国家的逾 160 位教授
- 自 2005 年起，科研获 University of Texas at Dallas 排名亚洲第一
- Kellogg-HKUST EMBA 课程连续多年获《金融时报》评比世界第一
- Full-time MBA 课程曾连续多年获《金融时报》评比亚洲第一

2. 关于香港科技大学市场营销系博士课程

香港科技大学商学院博士 (PhD) 学位课程致力于为世界各地大学培养输送研究和教学人才。本校博士生接受严格的学术教育，并与教授们在充满活力及启发思维的学术环境中进行研究合作。

■ 教授与研究项目

- 两大主要研究方向：消费者行为研究，数理模型研究
- 来自 6 个国家的 16 位教授，全部拥有美国和欧洲顶尖大学的博士学位
- 8 位教授在顶级市场营销学学术刊物 (*Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Consumer Psychology*, *Marketing Science*, *Management Science*, *Journal of Marketing*) 中担任编委，其中包括五位副主编 (*Journal of Consumer Research*, *Journal of Consumer Psychology*, *Marketing Science*, *Management Science*, *Journal of Marketing*)

■ 入读博士生的奖学金

市场营销系为每个成功录取入读的博士生提供奖学金：「香港博士研究生奖学金」(约每月港币 2 万 7 千元) 或者「香港科技大学博士研究生奖学金」(约每月港币 1 万 8 千元)。表现优异的学生每年将额外获颁奖学金。

■ 过往毕业生就业情况 (2003-2024 年, 毕业时去向)

2003	YEUNG, Wing Man - National University of Singapore
2006	FONG, Pun San - Macau Polytechnic University
2008	SHEN, Hao - Chinese University of Hong Kong
2008	MAK, Wah Sung Vincent - University of Cambridge

2009	HUNG, Wai Ping - National University of Singapore
2009	JIANG, Yuwei - Hong Kong Polytechnic University
2009	ZHAO, Yi - Georgia State University
2009	CHAN, Yee Ling - Tilburg University
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2016	SALUJA, Geetanjali - University of Technology Sydney
2016	CHENG, Yimin - Monash University
2017	MAENG, Hyun Chul - India Institute of Management Bangalore
2017	OH, Ga-eun - Hong Kong Open University
2018	HUANG, Yunhui - Ohio State University
2018	ZHANG, Qiang - Chinese University of Hong Kong, Shenzhen
2019	WANG, Shi - Ohio State University
2020	LIU, Jingshi - City, University of London
2021	FAN, Haosheng - NEOMA Business School
2021	VIJAYAKUMAR, Suhas - University College Dublin
2022	YANG, Wooyun - University College Dublin
2022	CONG, Ziwei - Georgetown University
2022	LU, Huidi - NEOMA Business School
2024	WANG, Xuewen - Tianjin University (PRC)

3. 申请资格、交通津贴及住宿安排

- 计划申请 2025 年秋季入读香港科技大学博士课程的本科生和研究生均可申请参加夏令营
- 市场营销系会提供每人港币 1,400 上限的交通津贴并在科大校园提供免费住宿

4. 申请程序

申请者须电邮下列文件到 cherryyeung@ust.hk。申请截止日期为 2024 年 7 月 17 日。

- 填妥之申请表 (见文末)
- 一份英文个人陈述 (字数上限 1000 字), 阐述你的学术背景和成就、过去的研究经验和研究兴趣, 以及想攻读市场营销学博士学位的原因
- 英文个人简历

- 所有学历的成绩单副本
- 标准考试成绩副本 (如托福/雅思、GRE / GMAT、CET4 / CET6) 。标准考试成绩并非必需，但有成绩的申请人将被优先考虑。已过有效期的标准考试成绩亦可予酌情处理。
- 一封英文推荐信
- 其他补充资料 (如出版物或学术会议论文、现正进行的研究的摘要或简介等)

获选的申请人将于 2024 年 7 月 31 日或之前收到电子邮件通知。

联络及查询

Department of Marketing <https://mark.hkust.edu.hk/>

Cherry Yeung: cherryyeung@ust.hk, +852 2358 7707

香港科技大学商学院市场营销系
 招募博士研究生夏令营申请表

个人基本信息：					
姓名		性别		照片 (近期一寸免冠正面照片)	
手提电话		电 邮			
通讯地址及邮政编码					
申请研究方向：					
<input type="checkbox"/> 消费者行为研究			<input type="checkbox"/> 数理模型研究		
教育情况：					
本科就读学校		本科就读学科		GPA / Total	
研究生就读学校		研究生就读学科		GPA / Total	
曾获奖学金					
英语成绩	CET4_____分 CET6_____分 TOEFL (如有) _____分				
其他获奖或科研情况 (如学术会议, 学术报告, 学术论文等等)					
申请人签署： _____ 年 月 日					