

# 浙江工商大学工商管理学院 2019 年招聘公告

## 学校简介 (University Profile)

浙江工商大学坐落于风景秀丽的浙江省会城市杭州，前身是创建于 1911 年的杭州中等商业学堂，创校之初即为我省商业教育之先驱，也是我国最早创办的商业专门学校之一。1980 年经国务院批准成立杭州商学院，2004 年经教育部批准更名为浙江工商大学。百余年来学校一直秉承商科办学传统，学校坚持走特色办学之路，以经济学、管理学学科为主，法学、工学等多学科协调发展，办学水平不断提高。2015 年，学校被确定为浙江省人民政府、商务部和教育部共建大学。2017 年，学校被确定为浙江省重点建设高校，统计学、工商管理学科入选省优势特色学科名单。

Zhejiang Gongshang University is located in Hangzhou, a beautiful city in Zhejiang Province. It was formerly the Hangzhou Middle School of Business founded in 1911. It was the pioneer of commercial education in our province and one of the earliest commercial schools in China. In 1980, it was approved by the State Council to establish Hangzhou Business School. In 2004, it was renamed Zhejiang Gongshang University by the Ministry of Education. For more than 100 years, the school has been adhering to the tradition of running a business school. In particular, the school insisted on the road to running a school with special characteristics. The discipline of management is the mainstay, and the multidisciplinary development of law and engineering is coordinated, and the level of running schools is constantly improving. In 2015, the school was identified as a joint university of the People's Government of Zhejiang Province, the Ministry of Commerce and the Ministry of Education. In 2017, the school was identified as a Key Construction Universities in Zhejiang Province, and the disciplines of statistics and business administration were selected for the Provincial Advantage and Characteristic Disciplines.

学校拥有 6 个一级学科博士点、47 个二级学科博士点、16 个一级学科硕士点、92 个二级学科硕士点、16 个硕士专业学位门类（覆盖 25 个招生领域），设有 3 个博士后流动站。在教育部学位与研究生教育发展中心公布全国第四轮学科评估结果中，我校统计学进入 A 类学科，工商管理、应用经济学、外国语言文学、

食品科学与工程、法学和计算机科学与技术 6 个学科进入 B 类，评估结果位列浙江省重点建设高校前列。

Our school has 6 first-level doctoral programs, 47 second-level doctoral programs, 16 first-level master's programs, 92 second-level master programs, and 16 master's degree programs (covering 25 enrollment fields). There are 3 postdoctoral research center. In the results of the fourth round of national assessments announced by the Ministry of Education's Degree and Graduate Education Development Center, our school's statistics entered the A-category, business administration, applied economics, foreign language and literature, food science and engineering, law and computer science and technology. Six disciplines entered Category B, and the results of the assessment ranked among the top universities in Zhejiang Province.

浙江工商大学具有深厚的人文底蕴、优美的工作环境、高水平的科研平台、极具竞争力的薪酬待遇，大有作为的事业发展空间，竭诚欢迎海内外英才加盟。

Zhejiang Gongshang University has a profound humanistic heritage, beautiful working environment, high-level scientific research platform, highly competitive remuneration packages and a great career development space. We sincerely welcome talents to join us.

## 学院介绍 (College Profile)

工商管理学院是浙江工商大学历史较长、规模较大的一个学院之一。其前身是 1978 年成立的企业管 理系，2001 年改设工商管理学院。学院拥有工商管理博士后流动站和工商管理一级学科博士点，招收企业管理、技术经济及管理 2 个专业的博士研究生，企业管理、技术经济及管理、创业管理和应用心理学等 4 个专业的硕士研究生，工商管理、市场营销、人力资源管理、国际商务等 4 个专业的本科生。学院设有企业管理系、营销管理系、人力资源与组织管理系、国际商务管理系、浙商研究中心、公司治理与战略管理研究院、组织行为与创业管理研究院、技术与服务管理研究中心、全球价值链研究中心、消费行为与数字营销研究所、国际商务分析与协同发展研究所等 11 个教学与科研机构。

The School of Business Administration is one of the colleges with a long history and large scale in Zhejiang Gongshang University. The Department of Business

Administration established in 1978, and it was renamed the School of Business Administration in 2001. The college has a postdoctoral research center for business administration and a doctoral program for first-Class disciplines in business administration. School Recruit majoring in Business Administration, Technology, Economics and Management Ph.D.students and majoring in business management, technology economics and management, entrepreneurship management and applied psychology Master's degree students, School also recruit undergraduate students majoring in business administration, marketing, human resources management, international business, etc. The school has 11 teaching and research institutions including a Department of Enterprise Management, Marketing Management, Human Resources and Organization Management, International Business Management, Zhejiang Business Research Center, Corporate Governance and Strategic Management Research Institute, Organizational Behavior and Entrepreneurship Management Research Institute, and Technology and Service Management Research Center, the Global Value Chain Research Center, the Institute of Consumer Behavior and Digital Marketing, and the International Business Analysis and Collaborative Development Institute.

目前，学院拥有一支年龄、学历和职称结构比较合理的教职工队伍。全院有教职工 87 人，其中专任教师 76 人。教师队伍中，有教授 21 人、副教授 36 人；博士 60 人；博士生导师 10 人、硕士生导师 36 人；享受政府津贴 3 人；教育部“新世纪优秀人才支持计划”1 人；教育部霍英东青年教师奖 1 人；浙江省优秀教师 2 人；省中青年学科带头人 5 名；浙江省钱江学者与省“151”人才工程入选者 18 人；海外博士青年教师英才 9 人，以及海外经历 36 人；学院拥浙江省“万人计划”青年拔尖人才 1 人，绝大多数教师是 45 岁以下的中青年。

At present, the school has a reasonable faculty with age, educational background and Title structure. There are 87 faculty members, including 76 full-time teachers. Among the teachers, there are 21 professors and 36 associate professors; 60 doctors; 10 doctoral supervisors and 36 master supervisors; 3 enjoying government allowance; 1 Ministry of Education "Supporting Plan for Excellent Talents in the New Century"; 1 Ministry of Education Fok Yingdong Young Teachers Award ; 2 outstanding teachers in Zhejiang Province; 5 provincial young and middle-aged subject leaders; and 18 person of them are

young Ph.D. teachers selected for the talent project "151 scholars in Qianjiang", 9 person of them are talented overseas, and 36 are experienced overseas. The College has one top-notch young person under the "Ten thousand Talents Program " in Zhejiang Province.

工商管理学科是浙江工商大学“大商科”学科群体体系的重要基础和核心之一。1990 年获得企业管理学硕士点，1996 年成为内贸部重点学科，1999 年成为浙江省重点学科，2003 年获得企业管理学博士点，2004 年获得 MBA 专业学位点，2006 年获得工商管理一级学科硕士点，以及省属高校人文社科重点研究基地（企业管理学）和省哲学社会科学重点研究基地（浙商研究中心），2009 年获得工商管理博士后流动站，2011 年获得工商管理一级学科博士点，2012 年获得工商管理一级学科省属高校人文社科重点研究基地。2018 年浙商研究院成为省新型重点专业智库；学院在全国第四轮学科评估结果中工商管理学科进入 B+类；学院拥有浙江省哲学社会科学重点研究基地（浙商研究中心）、省属高校人文社科重点研究基地（工商管理）、浙江省一流学科（A 类，工商管理）、浙江省重点建设高校优势特色学科（工商管理）；这些平台构成工商管理学科未来发展的重要基础。

The discipline of business administration is one of the important foundations and cores of the "Business Studies" subject group system of Zhejiang Gongshang University. In 1990, School obtained a master's degree in business management. In 1996, School became a key discipline of the Ministry of Internal Trade. In 1999, School became a key discipline in Zhejiang Province. In 2003, School obtained a doctoral degree in business management. In 2004, School obtained an MBA degree. In 2006, School obtained a business administration level. Master's degree in disciplines, as well as the key research base of humanities and social sciences in the provincial universities (enterprise management) and the provincial key research base of philosophy and social sciences (Zheshang Research Center), obtained the postdoctoral research center of business administration in 2009, and obtained the first-class Ph.D. in Business Administration in 2011. In the year of 2012, School obtained the key research base of the humanities and social sciences of provincial universities in the first-class discipline of business administration. in 2018, Zhejiang Business Research Institute has become a new type of key professional think tank in the province. School has entered the B+ category in the fourth round of national assessment results; The school has Zhejiang Philosophy and

Social Sciences Key Research Base (Zhejiang Business Research Center), Humanities and Social Sciences Key Research Base of Provincial Universities (Business Administration), First-class Disciplines of Zhejiang Province (Category A, Business Administration), and Advantage and Characteristic Disciplines of Zhejiang Key Universities (Business Administration); these platforms form an important basis for the future development of Business Administration Disciplines.

近六年间，工商管理学科主持国家级科研项目 66 项、省部级项目 235 项，其他科研项目 264 项。省部级教学科研成果奖 20 项，在学科相关领域学术期刊发表论文八百余篇，其中一级期刊 233 篇，SSCI/SCI/EI 收录 97 篇，学院具有较强的科学研究的能力。工商管理学院致力于为每一位加盟的教师提供良好的学术环境和展现才华的舞台。我们诚挚欢迎待您到学院共谋发展、共创辉煌！

In the past six years, the business administration discipline has hosted 66 national-level scientific research projects, 235 provincial-level projects, and 264 other scientific research projects. There are 20 provincial and ministerial level teaching and research achievement awards, and more than 800 papers have been published in academic journals in related fields, including 233 first-level journals and 97 papers in SSCI/SCI/EI, School has strong scientific research capabilities. The School of Business Administration is committed to providing a good academic environment and a stage for talents for every faculty member. We sincerely welcome you together to create brilliance !

## 人才招聘领域

### The field of talent recruitment

工商管理学院向海内外公开招聘管理学类相关领域优秀人才，其岗位、人数和资格条件如下：

The School of Business Administration publicly recruits outstanding talents in management related fields. The positions and qualifications are as follows:

序号	招聘岗位	人数	学历学位要求	职称要求	专业要求	学术标准或者其他条件
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序号	招聘岗位	人数	学历学位要求	职称要求	专业要求	学术标准或者其他条件
1	学科带头人	4	博士研究生	教授 / 海外副教授	工商管理、管理科学与工程、管理心理学等	
2	教学科研岗	8	博士研究生	无	工商管理、管理科学与工程、管理心理学	
3	师资博士后		博士研究生	无	工商管理、管理科学与工程、管理心理学	

## 人才引进类别

### The talent introduction category

青年杰出人才

#### **Outstanding young talent**

国家“千人计划”青年项目入选者、国家“万人计划”青年拔尖人才、“长江学者奖励计划”青年学者、国家自然科学基金优秀青年科学基金获得者、全国宣传文化系统“四个一批”人才、中国科学院“百人计划”入选者、百千万人才工程国家级人选、国家有突出贡献的中青年专家、浙江省“万人计划”杰出人才、国家级重大（点）科技计划项目负责人、或与上述人才水平相当的高层次人才，包括在海外大学或科研机构工作、在专业领域取得突出成果的海外专家学者。提供薪酬（税前）80-100万/年；平台建设及科研启动经费，文科20-50万，理工科50-100万；人才租房补贴3500元/月。

National "Thousand Talents Program" youth project winners, national "Ten-thousand Talents Program" youth top talents, "Changjiang Scholars Awards" young scholars, National Natural Science Foundation Outstanding Youth Science Fund winners, national publicity culture system "four batches" Talents, Chinese Academy of Sciences "Hundred Talents Program" selected, national talent candidates for 100 million talent projects, young and middle-aged experts with outstanding contributions from the state, outstanding talents of Zhejiang Province "Ten-thousand Talents Program", national key (point) science and technology plan project High-level talents with the same level as the above-mentioned talents, including overseas experts and scholars who work in overseas universities or

research institutions and achieve outstanding results in professional fields. Provide salary (before tax) 800,000-1,000,000 RMB / year; platform construction and scientific research start-up funds, liberal arts 200,000-500,000 RMB / year, science and engineering 500,000-1,000,000 RMB / year; Subsidies for Rental Housing for Talents 3,500 RMB/month.

青年领军人才

### **Young leader**

符合学校聘任要求的教学科研岗位博士学位人员，一般应达到学校优秀引进人才专业技术职务评聘绿色通道中副教授条件水平。提供薪酬（税前）25-40万/年；平台建设及科研启动经费，文科（3-5万，理工科6-10万）；人才租房补贴2000元/月。

The Ph.D. personnel in teaching and research positions who meet the requirements for school appointments should generally meet the conditions of the associate professors in the green channel for the professional and technical positions of the outstanding talents of the school. Provide salary (before tax) 250,000-400,000RMB / year; platform construction and scientific research start-up funds, liberal arts (30,000-50,000RMB, science and engineering 60,000RMB-100,000RMB); talent rental housing subsidy 2000 RMB / month.

引进人才待遇详情请参考《浙江工商大学引进人才待遇标准》

For details of the introduction of talents, please refer to "Zhejiang Gongshang University to introduce talents treatment standards"

### **（一） 直接入轨（事业单位编制）**

A类：中国科学院院士、中国工程院院士、国家“万人计划”杰出人才。

Class A: Academician of the Chinese Academy of Sciences, academician of the Chinese Academy of Engineering, and outstanding talent of the National “Ten-thousand Talents Program”.

B类：国家“千人计划”（创新人才长期项目）入选者、国家“万人计划”领军人才（科技创新领军人才、哲学社会科学领军人才、教学名师）、“长江学者

奖励计划”特聘教授（讲座教授）、国家自然科学基金杰出青年基金获得者及创新群体带头人、国家科技三大奖获得者（排名第一）、国家自然科学基金重大项目负责人、浙江省特级专家或与上述人才水平相当的高层次人才，包括在海外知名大学或科研机构长期工作、在专业领域取得公认杰出成就的海外专家学者。

Class B: National “Thousand Talents Program” (long-term project for innovative talents), national “Ten-thousand Talents Program” leading talents (leaders in science and technology innovation, leading talents in philosophy and social sciences, famous teachers), and “Changjiang Scholars Award Program” (Lecture professor), National Natural Science Foundation Outstanding Youth Fund winners and innovation group leaders, National Science and Technology Awards (ranked first), National Natural Science Foundation major project leaders, Zhejiang special experts or equivalent High-level talents, including overseas experts and scholars who have worked long-term in well-known overseas universities or research institutions and have achieved recognized outstanding achievements in the professional field.

C类：国家“千人计划”青年项目入选者、国家“万人计划”青年拔尖人才、“长江学者奖励计划”青年学者、国家自然科学基金优秀青年科学基金获得者、全国宣传文化系统“四个一批”人才、中国科学院“百人计划”入选者、百千万人才工程国家级人选、国家有突出贡献的中青年专家、浙江省“万人计划”杰出人才、国家级重大（点）科技计划项目负责人或与上述人才水平相当的高层次人才，包括在海外大学或科研机构工作、在专业领域取得突出成果的海外专家学者。

Class C: National “Thousand Talents Program” youth project winners, national “Ten-thousand Talents Program” youth top talents, “Changjiang Scholars Awards” young scholars, National Natural Science Foundation Outstanding Youth Science Fund winners, national publicity culture system “Four A group of” talents, Chinese Academy of Sciences



"Hundred Talents Program" selected, national talent candidates for one hundred million talent projects, young and middle-aged experts with outstanding contributions from the state, outstanding talents of Zhejiang "Ten-thousand Talents Program", national key (point) technology The person in charge of the project or the high-level talents with the above-mentioned talent level, including overseas experts and scholars who work in overseas universities or research institutions and achieve outstanding results in the professional field.

D类：国家教育部“新世纪优秀人才支持计划”入选者、浙江省“钱江学者”特聘教授、浙江省“千人计划”（创新长期）入选者、浙江省“万人计划”领军人才、浙江省“五个一批”人才、浙江省“151人才工程”重点资助人员、国家自然科学基金重点项目负责人、国家社会科学基金重大项目负责人等高层次人才或达到学校“西湖学者”拔尖人才A岗条件水平的知名学者。

Class D: Selected by the Ministry of Education of the "New Century Excellent Talents Support Program", Zhejiang Province "Qianjiang Scholar" Distinguished Professor, Zhejiang Province "Thousand Talents Plan" (innovation long-term) selected, Zhejiang Province "Ten-thousand Talents Program" leading talents High-level talents such as "five batches" of talents in Zhejiang Province, key funders of "151 Talent Projects" in Zhejiang Province, key project leaders of the National Natural Science Foundation, and major project leaders of the National Social Science Fund, or A well-known scholar who has a high level of talents reaching the "West Lake Scholars" of the school..

E类：学科方向领军人才或拔尖人才，达到学校“西湖学者”拔尖人才B岗条件水平。

Class E: Leading talents or top-notch talents in the discipline direction, reaching the level of the top-level talents of the school's "West Lake Scholars".

F类：符合学校聘任要求的教学科研岗位博士学位人员，其中F类（一）一般应达到学校优秀引进人才专业技术职务评聘绿色通道中副教授条件水平。

Class F: Ph.D. personnel in teaching and research positions that meet the requirements of the school. Among them, Class F (1) should generally meet the qualification level of the Associate Professor in the Green Channel for the professional and technical positions of the outstanding talents of the school.

全职引进的B类人才一般不超过55周岁，C类、D类人才一般不超过50周岁，E类人才一般不超过45周岁，F类人才一般不超过40周岁。学校鼓励用人单位根据学科、专业发展需要，以合作研究、定期讲学、编外聘用等方式非全职引进（柔性引进）C类以上高层次人才。

Full-time of Class B talents is generally no more than 55 years old, Class C and Class D talents generally do not exceed 50 years of age, Class E talents generally do not exceed 45 years of age, and Class F talents generally do not exceed 40 years of age. The school encourages employers to introduce (softly introduce) high-level talents of category C or above in accordance with the needs of disciplines and professional development, through cooperative research, regular lectures, and external hiring.

#### 直接入轨（事业单位编制）相关待遇标准

人才类别	科研启动费 (单位：万元)	过渡期租房补贴 (单位：元/月)	专项 津贴	购房补贴(税前) (单位：万元)	人才专用房申 购标准 (单位：平方 米)
A类	按需配置	协商确定 可提供人才租赁房	协商 确定	500以上	200以上
B类	理工： 200-500	4000 可提供人才租赁房	50-120	200-400	150以上

人才类别	科研启动费 (单位: 万元)	过渡期租房补贴 (单位: 元/月)	专项 津贴	购房补贴(税前) (单位: 万元)	人才专用房申 购标准 (单位: 平方 米)
	文科: 100-200				
C类	理工: 50-100 文科: 25-50	3500 可提供人才租赁房	35-50	150-250	100-150
D类	理工: 30-70 文科: 20-50	2500 可提供人才租赁房	25-35	100-150	
E类	理工: 10-20 文科: 5-10	2000 可提供人才租赁房	10-20	70-100	
F类(一)	理工: 6-10 文科: 3-5	2000 可提供人才租赁房		50-70	
F类(二)	理工: 6-10 文科: 3-5	2000 可提供人才租赁房		30-50	
柔性引进 C类以上	理工: 协商 文科: 协商	驻校期间 住宿补贴			

- 说明: 1. 理工科科研启动费中, 50%以上用于采购实验设备。
2. 照顾解决配偶工作, 购房补贴下调 15-30 万元。
3. 若夫妻双方同为引进人才, 购房补贴和过渡期租房补贴为待遇高的一方加待遇低的一方的 25%。
4. 购房补贴已包含按照浙江省货币分房政策规定的住房货币补贴
5. 选择申购人才专用房的, 学校根据人才专用房评估价格重新调整购房补贴标准。

Note:

1. More than 50% of science and technology research start-up fees are used to purchase experimental equipment.

2. Take care of the spouse's work and reduce the purchase subsidy by

150.000RMB-300.000RMB

3. If both spouses are the same as the introduction of talents, the purchase subsidy and the transitional rent subsidy are 25% of the party with the higher paying party.

4. The purchase subsidy already includes the housing monetary subsidy in accordance with the Zhejiang Provincial Currency Subsidy Policy.

5. If you choose to purchase a special room for talents, the school will re-adjust the subsidy standard for housing purchase according to the evaluation price of the special room for talents.

## (二) 年薪制引进

### (2) Introduction of annual salary system

年薪原则上根据人才类别、学术影响力、学术水平、潜力前景和聘期目标任务综合确定。年薪分为基础部分（72%）和绩效部分（28%），其中基础部分按月发放，绩效部分根据考核结果发放。年薪包含事业编制人员发放的基本工资、绩效工资、绩效考核奖、津补贴以及公积金、社会保险个人应缴部分，但不包含学校高层次教学科研成果奖励。年薪制人员聘期内除薪酬待遇外，如无特殊规定，其他各项待遇参照校内事业编制人员执行，具体办法由各职能部门、学院另行规定。外籍年薪制人员如上级有特殊政策的，按上级政策执行。年薪制人员到校2年内获得政府人才类岗位津贴（奖励）的，若新获得的人才类岗位津贴（奖励）高于学校年薪的，则转为事业编制人员薪酬体系。

In principle, the annual salary is determined based on the talent category, academic influence, academic level, potential prospects and employment target tasks. The annual salary is divided into the basic part (72%) and the performance part (28%), in which the basic part is issued monthly and the performance part is issued according to the assessment result. The annual salary includes the basic salary, performance salary, performance appraisal award, subsidy for the project, and the individual contributions of

the provident fund and social insurance, but it not include the rewards for high-level teaching and research achievements. Specific measures shall be formulated separately by the functional departments and school. Foreign yearly salary personnel whose superiors have special policies shall be implemented in accordance with those of their superiors. If the annual salary system personnel receive government post allowance (reward) within two years after they arrive at school, if the newly obtained post allowance (reward) for talents is higher than the annual salary of the school, they will be transferred to the salary system of career personnel.

#### 年薪制引进相关待遇标准

人才类别	科研启动费 (单位: 万元)	过渡期租房补贴 (单位: 元/月)	薪酬标准(税前) (单位: 万元/年)
A类	按需配置	协商确定 可提供人才租赁房	协商确定
B类	理工: 200-500 文科: 100-200	4000 可提供人才租赁房	110-160
C类	理工: 50-100 文科: 25-50	3500 可提供人才租赁房	80-110
D类	理工: 30-70 文科: 20-50	2500 可提供人才租赁房	50-80
E类	理工: 10-20 文科: 5-10	2000 可提供人才租赁房	35-50
F类(一)	理工: 6-10 文科: 3-5	2000 可提供人才租赁房	30-40

人才类别	科研启动费 (单位: 万元)	过渡期租房补贴 (单位: 元/月)	薪酬标准 (税前) (单位: 万元/年)
F 类 (二)	理工: 6-10 文科: 3-5	2000 可提供人才租赁房	25-35

说明: 理工科科研启动费中, 50%以上用于采购实验设备。

Note: More than 50% of the science and technology research start-up fees are used to purchase experimental equipment.

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