Bucharest University of Economic Studies

**NOTICE**

The Bucharest University of Economic Studies organizes selection for the following position:

**Postdoctoral Researcher - 1 position** within the project ***„A Study of Consumer Trust in Online Reviews and Social Media Comments in the Age of Artificial Intelligence”*** - 760248/28.12.2023, grant contract nr. 158/31.07.2023**.**

Part-time work of maximum 80 hours/month unequally distributed.

Gross hourly salary is 80.00 lei/hour.

The duration of working contract is 12 months with evaluation and possibility of extension until June 30, 2026.

**A.** To take part in the competition, candidates must meet the following **general and specific conditions**:

**1. General conditions:**

1. has Romanian citizenship, citizenship of other member states of the European Union, of states belonging to the European Economic Area and/or foreigners as defined by art. 2 letter a) from OUG 194/12.12.2002 with subsequent amendments and additions, respectively persons who do not have Romanian citizenship, citizenship of another EU member state or citizenship of the Swiss Confederation
2. is of the minimum age stipulated by law
3. has full working capacity;
4. meets the educational and, where appropriate, seniority or other specific conditions in accordance with the requirements of the position advertised;
5. has not been convicted of a crime against humanity, against the State or against authority, or of an offence committed in the course of or in connection with the performance of his or her duties which obstructs the course of justice, or of forgery or corruption, or of an offence committed with intent which would make him or her incompatible with the performance of his or her duties, unless he or she has been rehabilitated.

**2. Specific conditions:**

1. level of studies: PhD

Mandatory condition: The candidate must hold a doctoral degree and have research experience of no more than 8 full-time equivalent years, from the date of obtaining the first doctoral degree, but not exceeding 10 full-time equivalent years under the conditions set by the Executive Agency European Research Agency (REA).

The date of obtaining the first doctoral degree is calculated according to the date of the call.

In the case of this selection process, the date of obtaining the first doctoral degree (the date of the minister's order) must not be earlier than 15.09.2014.

1. the title of PhD of Economic Sciences, field of study: business administration, economics, economic informatics, management, marketing
2. competences:
3. Solid knowledge of statistics and data analysis, marketing, strategy, consumer behavior, market research, modeling economics, probabilistic reasoning in artificial intelligence, studying the behavior of online social network users;
4. Experience in data analysis, statistical and econometric modeling, use of IBM SPSS, R, USINet and eViews;
5. Strong knowledge and scientific publications in the field of digital economy, digitalization, the study of online social networks and/or the study of public policies and the effects of the crisis on digitalization.
6. Good skills in writing scientific papers;
7. Knowledge of the English language at an advanced level;
8. Good organizational, communication and collaboration skills with international and multidisciplinary teams.
9. responsibilities:

i. Collaboration with the project team in order to carry out research activities, including reports, studies and scientific articles;

ii. Creating algorithms, code snippets and applying statistical methods to achieve the desired results;

iii. Collaboration with the project team in order to disseminate the partial and final results;

iv. Supporting the project team in achieving the assumed objectives.

**B.** Selection consists in:

1. **Evaluation of selection files**
2. **Interview**: structured interview (if at least 2 candidates do not apply, the selection board may decide to simplify the procedure and carry out the selection without an interview).

* *date and time of the interview*: will be communicated at the same time with the results of the evaluation of the selection files;
* *location of the interview*: will be communicated at the same time with the results of the evaluation of the selection files.

The tests are eliminatory and the minimum score for each test is 50 points.

**C.**  Topics and bibliography

**Topics:**

a) the behavior of users of online social networks

b) the modeling in economics

c) statistics and data analysis

d) strategic management

e) explainable artificial intelligence

f) online marketing

**Bibliography:**

1. Orzan, G. & Orzan, M.. „Online Marketing”. Ed. Uranus, Bucureşti, 2007.
2. Cătoiu, I. (coord.), Cercetări de marketing (Tratat), Ed. Uranus, Bucureşti, 2009
3. Balaure, V. (coord.), Marketing, ed. a II-a, Ed. Uranus, Bucureşti, 2004
4. Petrescu, M., Marketing research using single-item indicators in structural equation models, Journal of marketing analytics, 5 (1), pp.99-117
5. Petrescu, M., Kitchen, P., Dobre, C., Ben Mrad, S., Milovan-Ciuta, A., Goldring, D. & Fiedler, A., Innocent until proven guilty: suspicion of deception in online reviews, European Journal of Marketing, 56 (4), pp. 1184-1209
6. David, F.R & David, M.E., Strategic Management: A Competitive Advantage Approach, Concepts and Cases, Ed. Pearson, Londra, 2019.
7. Malhotra, N. (coord.), Artificial Intelligence in Marketing, Review of Marketing Research, Emerald Publishing, 2023
8. Goodfellow, I., Bengio, Y. & Courville, A. Deep Learning. The MIT Press, 2016.
9. Lilien, G., A Marketing Models, Prentice Hall, 1991
10. Babbie, E.R., Wagner, W. & Zaino, J. Adventures in Social Research: Data Analysis Using IBM SPSS Statistics. SAGE Publishing, 2018.

**D**. Contents of the application file:

1. Opis;

2. Application for the competition addressed to the Rector of BUES;

3. Statement on the existence/non-existence of situations of incompatibility: spouse or relatives up to 3rd degree who are employees of BUES and in positions of management, control or authority over the position for which they are applying for, neither is the position they are applying for a management, control or authority position over a spouse or relative up to the 3rd degree;

4. Agreement for the treatment of personal data

5. Copy of identity card or any other document proving identity, according to the law, if applicable;

6. Copy of the marriage certificate or proof of change of name, if the candidate has changed his/her name (proof of change of name);

7. Judicial exerpt or affidavit stating the absence of criminal convictions incompatible with the position for which they are applying for;

8. Medical certificate stating the applicant is able to perform the activities required by the position, delivered by the family doctor within the past 6 months or an affidavit stating it, with the obligation to deliver the medical certificate by the beginning of the 1st stage of the selection process;

9. Curriculum vitae in European format (www.cveuropean.ro/cv- online.html) - signed and dated on each page;

10. Copy of the Bachelor’s degree

11. Copy of the Master’s degree

12. Copy of the PhD degree

13. Copies of documents proving the level of studies and other evidence of specialisation and copies of documents proving that the specific conditions for the position have been met (according to section A, paragraph 2 d).

**E.** Contact details:

Application files must be submitted by 07.06.2024 at 13.30. at the BUES Registrar's Office (Ion N. Angelescu Building, Caderea Bastiliei Street 2-10, ground floor, room 0016).

Contact person: Mihai ORZAN - e-mail: [mihai.orzan@ase.ro](mailto:mihai.orzan@ase.ro)

The application forms are available on the website of the Service for Project Management of Non-Reimbursable Funds, Ressources section: <https://fondurieuropene.ase.ro/resurse/>

**F**. Competition calendar:

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| **No. crt.** | **Activities** | **Date** |
|  | Submission of candidates' applications to the BUES Registrar's Office and verification of the documents on file | 03 - 07.06.2024 |
|  | Selection of applications by members of the competition committee | 10-11.06.2024 |
|  | Publication of application files selection results | 12.06.2024 |
|  | Submission of appeals concerning the results of the selection of applications | 13.06.2024 |
|  | Publication of the result of the appeal resolution | 14.06.2024 |
|  | Interview | 17.06.2024 |
|  | Communication of results after the interview | 18.06.2024 |
|  | Submission of appeals concerning the outcome of the interview | 18.06.2024 |
|  | Publication of the result of the appeal resolution | 19.06.2024 |
|  | Publication of the final result of the competition | 19.06.2024 |
|  | Appointment to position | After approval of the Management Board |