

TEMPLATE FOR ADVERTISING RESEARCH POSTS

based on indications given by par. 4.4.1 of the
"Report of the Working Group of the Steering Group of Human Resources Management under the
European Research Area on Open, Transparent and Merit-based Recruitment of Researchers"

Recruiting Department/Research Unit: Department of Economics and Law

Title: The competitiveness of made in Italy products in foreign countries

Offer description:

The research is aimed at analyzing the competitiveness of made in Italy products in international markets. The effectiveness of production and selling strategies of made in Italy firms can be influenced by both internal and external factors: on one hand, outsourcing, scarce market research carried on by producers and limited application of digital tools for marketing strategies, tend to slow down the potentialities of international development; on the other hand, counterfeiting, economic problems of international trade and present social and cultural changes, make more complex to effectively promote and enhance Italian products. The research grant is therefore aimed at defining project proposals about the issues as above, in order to participate in European competitive calls, by collaborating with other organizations interested in the enhancement of 'made in' products.

Researcher career profile:

- *R1 First Stage Researcher (up to the completion of PhD)*

For further details <https://euraxess.ec.europa.eu/europe/career-development/training-researchers/research-profiles-descriptors>

Location: Macerata, Italy

Type of contract:

- *temporary*

Job status

- *full time*

Expected start date and duration of the contract: 12 (twelve) months. The exact start date will be provided after the selection process.

Annual gross salary: € 19.367,00

Selection criteria: Master's degree in Business Economics

Preferential selection criteria:

1. PhD in Business Economics;
2. Good English skills and knowledge;
3. Good informatics skills;
4. Any other extra experience made in the same field of this research project.

Application deadline: 22/02/2024, 1 p.m.

Full details are available at: <https://www.unimc.it/it/ateneo/bandi-e-concorsi/finanziamenti-ricerca/bandi-assegni-ricerca>

Enquiries can be made to Ufficio Ricerca Scientifica e Dottorato – ufficio.ricerca@unimc.it

DISCLAIMERS

- The University of Macerata has adopted an OTM-R (Open, Transparent and merit-based Recruitment) policy within the framework of its Human Resources Strategy for Researchers; see <https://www.unimc.it/it/ricerca/hrs4r/la-policy-otm-r-open-transparent-and-merit-based-recruitment-of-researchers>
- The University of Macerata pursues an equal opportunities and diversity policy as well. Among facilities, a kindergarten is available for university's employees. Specific facilities and services are also dedicated to employees with disabilities (transportation services, specific technologies for studying).