

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 Political Sciences, Communication and International Relations

Title: *"Customer delight": toward a new conceptualization of the construct in technological environments powered by Artificial Intelligence*

Offer description - Funded by the European Union – Next Generation EU – PNRR mission 4, component 2, investment 1.1

Customer delight has been defined as the state wherein a customer's expectations are exceeded to a considerably surprising degree. Delighting the customer has several beneficial outcomes for the companies. New technological environments require a more comprehensive conceptualization of customer delight. Investigating how AI-powered solutions might affect customer delight will lead to a redefinition of the construct to include interactions between customers and AI-powered solutions as a key driver. The candidate will be involved in the following tasks: - Updating the literature review about customer delight in new technological environments from a data privacy law perspective; - Collecting and analyzing solicited-unstructured data using two different qualitative methods: the ZMET technique and a qualitative survey that uses the Critical Incident Technique; - Running some experimental studies aiming at identifying the effects of AI-powered solutions' relevant characteristics on customer delight and subsequent outcomes. The data collected will primarily be analyzed through mediation and moderation analyses using specific statistical software.

Researcher career profile:

Choose among

- *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 at the end of the selection process.

Annual gross salary: € 19.367,00

Selection criteria: Master's Degree in Business Management / Communication / Informatics / Societal and Legal field

Preferential selection criteria:

1. PhD in Business Management / Communication / Informatics / Societal and Legal field
2. Scientific publication in the same field of this research program;
3. Good English level;
4. Good expertise in the Statistics field
5. Good expertise in Informatics

Application deadline: 08/11/2023

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).