



Venezia, December 21st 2022
Rep. 1065 prot. 149232

Research fellowship “Communicating corporate purpose: challenges and tools” Università Ca' Foscari Venezia (Italian law 30 December 2010, n.240, art. 22).

The present document in English is to be considered as a mere summary of the main provisions of the notice of competition which is available in Italian at the following ([link](#)) The text in Italian is the official text of the notice of competition for all legal intents and purposes and, in the event of non-conformity with the present document, it shall prevail.

Description

The Department of Management at Università Ca' Foscari Venezia invites application for one-year fellowship in **Communicating corporate purpose: challenges and tools**, under the supervision of prof. Carlo Bagnoli SSD SECS-P/07 (Business Administration and Accounting Studies).

Abstract: The research, ideally placed at the confluence of management and strategy studies and marketing and branding studies, has three main objectives relating to the analysis of a company's purpose communication to map existing models, definitions and methods; to identify and motivate the potential criticalities and/or strengths of each theoretical model, method and practical case-study of corporate storytelling taken into analysis; finally, to assess qualitatively and quantitatively the impact of such storytelling strategies on the concrete business model of companies, thus identifying the most innovative and promising guidelines in different corporate contexts, in order to make branding and all-round communication strategies realise the potential competitive advantage of purpose. The research will have three main objectives: to map existing definitions and techniques; to identify the strengths and weaknesses of the models analysed; to study the impacts of communication methods on the internal alignment of the organisation's governance and on strategic decisions, to be accompanied by an analysis of the business model. The ideal candidate will have previous experience with strategic innovation.

The research shall be carried out in Italian and English language. The fellowship is intended to provide the successful candidate with the opportunity to pursue his/her own research while benefiting from the range of expertise at Università Ca' Foscari Venezia.

Who can apply

Prospective candidates are expected to hold master's degree and scientific-professional curriculum suitable to the development of research activities related to the fellowship.

Ca' Foscari encourages applications from researchers with positive evaluation in all the criteria in individual proposals such as Marie Skłodowska Curie Actions - Individual Fellowships/ERC Starting Grants/FIRB (Italian Fund for basic research investments)/SIR (Scientific Young Independence Research) or similar.

Researchers having successfully completed Marie Skłodowska Curie Actions - Individual Fellowships/ERC Starting Grants/FIRB (Italian Fund for basic research investments)/SIR (Scientific Young Independence Research) or similar funded projects are warmly encouraged to apply.

Duration of contract: 12 months (approximately starting: February 2023).

Stipend: The research fellowship amounts to **19.367,00 Euros per year**, including taxes and social charges depending on applicant's filing status (cost to Ca' Foscari: € 24.000,00).

Deadline for submission of applications: January 12th 2023, 12 noon (Italian time).

How to apply:

Candidates shall submit:

1. The application form;
2. A motivation letter (max 1 page) along with their CV in European format, duly dated and signed, both to enclosed as a one single.pdf file. ([link](#))
3. A copy of a valid identity document (either Identity Card or Passport);
4. (If available) Evaluation Summary Reports of Marie Skłodowska Curie Actions - Individual Fellowships/ ERC Starting Grants/FIRB (Italian Fund for basic research investments)/SIR (Scientific Young Independence Research) individual proposals having passed all the evaluation thresholds;
5. (If available) Details of Marie Skłodowska Curie Actions - Individual Fellowships, ERC Starting Grants, FIRB (Italian Fund for basic research investments)/ SIR Scientific Young Independence Research funded projects;
6. Declaration on availability to held the interview in remote ([link](#)) to be send via email at the following address: segreteria.management@unive.it
7. All documents, qualifications and publications relevant for the selection procedure (please, see the notice [link](#)).

All the schemes of the quoted documentation are available on the website ([link](#)).

How to submit your application

Applications should be submitted by the online procedure, available on the notice webpage ([link](#))

Or submit here: <https://apps.unive.it/domandeconcorso-en/accesso/dma-bagnoli2023-comunicazione>

The candidate, after the uploading, will receive a submission number and an e-mail acknowledging receipt of his/her application.

The candidate if necessary could access the procedures for updating any data and materials by the link provided by the e-mail, in any case any updates must be made no later than the deadline **January 12th 2023, 12 noon (Italian time)**.

Please note that the University can be contacted for any support needs by the candidate until 24 hours prior to the deadline.

We will inform that the University will be closed on the following days: December 24th 2022 – January 08th 2023.

Please note that in case of an high number of applications and/or weight of the materials loaded by the candidates the system might become slower, Therefore it is suggested not to start the process close to the deadline.

NB: the University does not take on responsibility for wrong or late communication of addresses, nor for any communication problem not depending on the University.

Evaluation

The evaluation takes into account the criteria and thresholds described in the table below.	
Evaluation criteria	Scores
Qualification, including education, publications, work experience, awards, etc., and tests (if any)	Maximum 60 points; Minimum admission score: 42/60
Interview and other tests (if any)	Maximum 40 points Minimum admission score: 28/40
TOTAL AVAILABLE SCORE	100/100
Threshold for inclusion in the final ranking	70/100

Selection procedure

The interview will be on **January 19th 2023 at 11.00 a.m. (Italian time)**. The interview will be held in remote only. Further details on how to connect online will be published alongside the convocation notice.

The short-list of the candidates admitted to the interview, or any postponement, will be published on the University's webpage on **January 18th 2023** ([link](#)).

Information and contacts

Candidates may find further details about the application process and the research project in the official call published on the following ([link](#))

Preliminary inquiries about the research program should be addressed to Carlo Bagnoli <bagnoli@unive.it>

Additional information about the application procedure may be obtained from Elisabetta Cagnin <lisa@unive.it>