



Università  
Ca' Foscari  
Venezia

**Decr. of the Director of the Department n.604/2021**  
**Protocol n. 88931 of the 29/07/2021**

### **Description**

The Department of Management of the Ca' Foscari University of Venice, on the basis of resolution taken during the Council of Department on 16 July 2021 on the awarding of research grants for visiting fellows, hereby calls for applications for the research entitled **"An artistic perspective of visual narration of corporate identity" CUP H75F21000980005** lasting 6 months.

The Visiting Fellow must perform the following research:

The Visiting Fellow moves from the experience gained by the Management Department with the Minor in Management of Art, with the objective of reinforce it both intellectually and empirically, by exploring the relations between audiovisual and corporate identity in all their expressions and directions. The Visiting Fellow will perform an analysis of audiovisual products commissioned by companies to disseminate their identity and products. By the integration of these results with the study of the offer, the outcome might define an artistic and authorial notion of visual corporate storytelling, which will guide the evolution towards higher standards and quality of corporate videos.

**Objectives** – The research aims at identify and comprehend the relation between audiovisual language and corporate identity along the various directions in which the relation may express itself. The principle areas of investigation will be audiovisual products commissioned by the companies to communicate their organization identity, specific initiatives or, more generically, their products and process. More in detail, the first outcome will be to establish and motivate a distinction within the vast phenomenon of corporate video-storytelling: on one side, a "prêt-à-porter" production, on the other the "haute couture". The second category will be especially interesting for its authorial base and the cinematographic-like language.

The second objective is to deepen and sketch the principal characteristics of corporate audiovisual products, in order to distinguish innovative storytelling proposals from a mainstream approach.

Third objective, then, is to map the production chain (communication agencies, festivals, directors, technicians), to guarantee a better connection between cinematographic language and corporate representations, trying to design an evolutionary path towards higher quality of corporate videos.

**Expected results** – The research activity will produce a report and an executive abstract to address the above-mentioned objectives and identify the most relevant characteristics of corporate audiovisual products. Such results will also function as didactic support in the Minor in Management of Art of Management Department.

The Visiting fellow's activity will be carried out remotely in the following minimum ways:

upon completing their research, fellows must provide the department with the following research output:

- a final report on the activities undertaken, highlighting the results achieved.

Visiting fellows will also be required to complete a "weekly diary" on monthly basis, recording their research activities.

For anything not specified in this Call, please refer to the Regulations, applicable legislation and the Regional Directive on the ESF funding in question and subsequent additions.

**Duration of the fellowship:** 6 months, indicatively starting in September 2021.

**Amount:** The total amount of the research fellowship is € 8.500 (eight thousand, five hundred), exempt from IRPEF (personal income tax) and INPS (social security contributions). The amount awarded is understood to include any costs relating to the undertaking of the research envisaged by the project.

The monthly amount shall only be approved and awarded for whole months completed, and amounts for months not completed shall not be awarded.

**Deadline for the submission of applications:** 17<sup>th</sup> of August 2021 at 13:00 (as provided for the Regulation for the awarding of research grants, the deadline must be at least 15 days from the date of publication of the call for applications).

Should the deadline indicated fall on a Saturday or public holiday, the deadline shall be extended to the first following working day. **Please consider that the University will be closed from the 9<sup>th</sup> of August to the 15<sup>th</sup> of August, included.**



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**Who can apply?** (University Regulation for short-term research fellowships, Art. 3)

Applications are open to EU citizens and non-EU citizens who hold:

- a) Master's degree or equivalent foreign qualification in Art, Music and Entertainment disciplines.
- b) Professional experience in corporate video storytelling;
- c) Proficiency in Italian language (B2 at least).

The requisites must be possessed by the date of expiry of the term established by this selection announcement.

Candidates are admitted subject to selection, exclusion from the competition, for lack of the prescribed requirements, can be arranged at any time, even after the selection has been made, with a justified provision and notified to the interested party.

The requirements must be held by the deadline for this call for applications.

Candidates are admitted to the selection conditionally; they may be excluded from the call at any time should they fail to meet the predefined requirements, even after the selection process is complete, with just cause and notification sent to the person concerned.

**Incompatibility** (University Regulations for short-term research fellowships, Art. 12)

The grant may not be combined with:

- research grants awarded according to Law no. 240 of 30 December 2010, Art. 22 ("assegno di ricerca");
- scholarships awarded for any reason, except those awarded by national and foreign research institutes for research periods abroad as part of the specific activities stated in the programme of work carried out by the holder.

If the grant holder is also self-employed or an employee or contract worker, compatibility shall be certified by the Principal Investigator.

The awarding of the grant does not imply the establishment of any employment contract, nor does it give rise to any rights of access to positions of employment at the university.

**How to apply** (University Regulations for short-term research fellowships, Art. 5)

Candidates must submit:

- a) The application form, signed and dated, available on the dedicated Department web page <http://www.unive.it/data/17431/> and on the University website <http://www.unive.it/data/12122/>
- b) A CV in European format, available online from link <http://www.unive.it/pag/10368/>, signed and dated.
- c) A photocopy of a valid identity document (identity card or passport)
- d) Any other document, qualification or publication that may be useful in the selection process

**How to submit an application**

Candidates must demonstrate possession of qualifications (excluding publications) by means of the declarations referred to in the aforementioned DPR n. 445/2000.

The lack or inaccuracy of the declaration(s) referred to in letters a), b), c), d) and e) will result in exclusion from the selection.

The University carries out random checks on the veracity of the statements made by the candidates in the applications and in the curriculum.

If from the control indicated above the untruthfulness of the content of the declaration emerges, the declarant forfeits any benefits resulting from the provision issued on the basis of the untruthful declaration, without prejudice to the provisions of the criminal code and special laws on the subject.

Applications can be:

- 1) **sent by certified e-mail** to the address [protocol@pec.unive.it](mailto:protocol@pec.unive.it).

Indicate the following wording in the subject of the e-mail: < AUDIOVISIVO CORPORATE\_Panozzo >. It should be noted that the validity of such sending, as established by current legislation, is subject to the use by the candidate of a certified e-mail box in turn. Therefore, sending from a simple / ordinary e-mail box will not be considered valid even if addressed to the PEC of the Ca' Foscari University of Venice. Only documents in PDF format must be attached to the e-mail message;

- 2) **sent by e-mail** to the address [ricerca.management@unive.it](mailto:ricerca.management@unive.it) specifying in the subject of the e-mail < AUDIOVISIVO CORPORATE\_Panozzo >, indicating the title of the scholarship for which you intend to participate. In this case, the



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candidate assumes the responsibility arising from any failure to deliver the application and related documentation. Only documents in PDF format must be attached to the e-mail message.

The University assumes no responsibility in the event of dispersion of communications due to inaccurate indications of residence and address by the applicant, or from failure, or late, communication of the change of the same, nor for any postal or telegraphic problems, not attributable to the Administration itself. Likewise, the University cannot be held responsible for any non-receipt of applications sent via non-certified email within the deadline.

### **Selection and evaluation procedures**

Candidates shall be selected on the basis of their qualifications by a selection committee appointed pursuant to Art. 7 of the Regulation for the awarding of short-term research fellowship.

Foreign candidates or Italian candidates living abroad may request to be interviewed via video conference.

The Selection Committee awards a maximum of 100 points to applications, on the basis of the qualifications (or, alternatively, qualifications and interview), and then drafts a final merit-based ranking according to the assigned scores and identifies the winner. If the event of a tie, priority shall be granted to the younger of the two candidates.

The ranking shall be used according to the order in which it has been formulated and, in the event of withdrawal or failure by the assignee to accept the award by the deadline set by the department or early termination of the research collaboration agreement, the grant shall be assigned to another candidate following the order of the final merit-based ranking, in accordance with the Regulation for the Awarding of short-term research fellowships (Art. 8). The Selection Committee shall submit a competition report to the Director of the research department, who, after verifying the legitimacy of the competition procedure, shall approve the procedure and award the grant by Director's decree.

### **Awarding of the grant and publication of the documents**

Having received the documents relating to the selection procedure, the Department Director shall approve the ranking and the competition report by Director's decree and make them public.

The secretariat of the department that issued the call for applications shall inform the winner in writing, including the start date of the grant.

The winner must accept the grant within seven days of receipt of the written notification referred to above, under penalty of revocation. In the event of withdrawal by the assignee, the grant shall be assigned to another candidate, following the order of the final merit-based ranking.

The results of all phases of the selection process shall be published in the University's online register, on the Department web page <http://www.unive.it/data/30402/> and on the dedicated page of the University website <http://www.unive.it/data/17431/>.

Access shall nonetheless be guaranteed to the records of the selection procedure, pursuant to Italian Law no. 241 of 7 August 1990 and subsequent amendments and additions and the relative internal implementing regulation.

### **Personal data**

Personal data treatment will be conducted in conformity with national and EU law (D.lgs 196/2003 ad EU Rule 2016/679). It is possible to download the policy document (in Italian) here: <https://www.unive.it/pag/36550/>

### **Person in charge of the procedure**

In accordance with the provisions of Art. 5 of Italian Law no. 241 of 07/08/1990 and subsequent amendments and additions, the person in charge of the administrative procedure for this selection procedure is Sonia Pastrello, secretary of the Department of Management.

### **Final rules**

For anything not contemplated by this Call for Applications, please refer to the Regulation, applicable legislation and the Regional Directive on the ESF funding in question and subsequent additions.



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Digitally signed  
The Head of the Department  
of Management  
Prof. Anna Comacchio

Digitally signed  
Seen

The person in charge of the procedure, the secretary of the Department of Management, Sonia Pastrello.