



Università
Ca' Foscari
Venezia

**Decree of the Director of the Department of Management
DMA n. 991/2021 Prot. n. 128304 of the 26/11/2021**

Call for the appointment of n.1 Short Research Fellowship

Ca' Foscari University of Venice – Department of Management

Description

The Department of Management of the Ca' Foscari University of Venice, on the basis of resolution taken during the Council of Department on 24 November 2021 on the awarding of research grants for research fellows, hereby calls for applications for the research entitled **"Realtà e valore. Il nuovo pensiero realista: nuovi concetti e strumenti operative per la teoria di marketing"**, lasting 10 months.

The Research Fellow must perform the following research:

ACTIVITIES

The thesis that reality is a paradigmatic and inevitable reference point for human thought and action has been philosophically crucial since ancient times and, in different forms, during modernity. However, since the nineteenth century, and even more since the second half of the twenty-first century, the concept of reality has been questioned, not only in philosophical debates, but also in other academic fields and in contemporary culture (Giannasi and Casarin 2022).

The rise of the postmodernist movement in the 1980s and 1990s, and its interest in the contextual (linguistic, epistemological, historical, institutional, political) aspects of human experience, have led to the radical questioning of "reality" (Ferraris 2012) with important consequences for marketing too (Firat and Dholakia 1993; Firat, Dholakia and Venkatesh 1995; Tadjewski, O'Shaughnessy and Hyman 2013, Giannasi and Casarin 2022).

The more and more widespread interest in contextual aspects of human experience has promoted the flourishing of original and innovative approaches in marketing (Arnould and Thompson 2005; Lusch and Vargo 2006; Gilmore and Pine 2007). However, in philosophy as well as in marketing, lack of interest in reality has made such approaches unilateral, reductive or anyway unable to achieve some of their goals (Meillassoux 2006; Bryant, Srnicek and Harman 2011, Ferraris 2012, Giannasi and Casarin 2022).

Growing concerns about the looming global ecological and climatic crisis, as well as about the manipulation of social communication, have gradually undermined twentieth-century enthusiasm about the cultural and social potential of anti-realism (Bryant, Srnicek and Harman 2011; Ferraris 2012, Morton 2013), with important consequences for marketing (Giannasi e Casarin 2022).

The recent return of philosophical interest in the role of reality and of reference to it (Harman 2002, 2018; Ferraris 2012; Gabriel 2014, 2015) has launched a new philosophical wave, sometimes referred to as 'new realism' or

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'speculative realism'. This new movement has already brought about important changes in social sciences and marketing, by elaborating fresh conceptual tools and revising important theoretical assumptions (Giannasi and Casarin 2022).

In particular, recent research about the relationship between realist philosophy and marketing has formulated important theses about the centrality and unamendability of perception, the robustness and paradigmatic status of natural and social objects, and the inescapable role of reality in all fields of human experience and action.

Finally, realist philosophy has elaborated important conceptual tools for marketing, such as invitation, attrition, trait, resistance, and affordance.

New theses and new conceptual tools have recently contributed to the clarification of important themes and problems in contemporary marketing (experience, authenticity, reuse, identity, relationship) and have outlined new research possibilities (Giannasi and Casarin 2022). However, new realism is a relatively recent phenomenon and its theoretical proposals need further investigation and clarification, in at least three directions:

- consolidating the credentials of realist marketing;
- proving its real fruitfulness for the development of research programmes, alternative to the antirealist ones;
- elaborating adequate intellectual tools, such as a more precise theoretical framework, a clear methodological approach, and more refined conceptual tools.

GOALS

The research project will investigate and further articulate the potential of realist philosophical theses and categories for management, by applying them to marketing themes, problems and case studies.

More specifically, it will discuss the credentials and fruitfulness of the following theses for marketing theory and practice:

- unavailability of reference to reality for human thought and action;
- paradigmatic role of objects in all contexts of human experience;
- invariance of perception with respect to linguistic and contextual aspects of experience.

Secondly, the research project will explore (with reference to marketing concepts and case studies) the fecundity of realist philosophical concepts, such as attrition, invitation, resistance, perception, emergence, and trait.



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Both aforementioned research directions will contribute to the elaboration of alternative theses and concepts for marketing, and to the identification of concrete fields of application, thereby leading to the development of a more open and balanced position, one more sensitive to themes related to environmental sustainability and communication responsibility, in marketing as well as in philosophy.

EXPECTED RESULTS

The elaboration of new concepts deriving from realist philosophical debates will contribute to their transformation into conceptual tools for marketing and to the exploration of their potential use in different business contexts. Moreover, the application of those theses and concepts to management case studies will pave the way to subsequent operationalisations, enabling them to play a more and more effective role. Publication of an article on an international journal of marketing or philosophy of marketing is expected.

The Research 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) - 1 two-monthly report on the activities;
- - a final report on the activities undertaken, highlighting the results achieved;

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 contract: 10 months, indicatively starting in February 2022.

Amount: The total amount of the research fellowship is € 18.600,00 (eighteen thousand and six 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 amount, deferred two-monthly installments at the end of the Short Research Fellowship, shall only be approved and awarded for whole months completed; amounts for months not completed shall not be awarded.

Deadline for the submission of applications: December 16th, 2021 at 13:00 (1PM, Italian time).

Should the deadline indicated fall on a Saturday or public holiday, the deadline shall be extended to the first following working day.

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

As stated in the Regulation, public selections require the possession of a Bachelor's degree, a Master's degree or equivalent foreign qualifications. People who kinship and affinity, up to and including the fourth degree, with any professor belonging to the Department or to the Centre announcing the call for applications, or with the Rector, the Chief Executive Officer or a member of the University Board of Directors or other relevant provisions of Law 240/2010. Article 18, par. 1, lett b) are forbidden to participate to the selection;

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



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- Master's Degree or Old Order Degree in Philosophy or equivalent foreign qualification. The degree title must have been achieved with full marks with honors;
- PhD in Business Sciences or Philosophy;
- Teaching and research experiences in the fields of philosophy and cultural heritage;

In addition, the following background experience will be assessed as rewarding:

Knowledge of:

- previous experience in the field of cultural organizations;
- scientific literature, theories and tools of international marketing;
- fluent knowledge of English and German;
- the main IT tools.

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 is not compatible with:

- a) scholarships and/or fellowships 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;
- b) PhD with fellowships or medical specialization fellowships, both in Italy and abroad;
- c) research grants awarded according to Law no. 240 of December 30th 2010, Art. 22 ("assegno di ricerca");
- d) ongoing employment relationships.

Grant holders are allowed to perform casual or temporary work, upon written notice to the scientific responsible of the grant and under the following conditions: a) the activity is certified as compatible with the research to be performed by the above-mentioned responsible; b) any conflict of interest with the research activity can be envisaged; c) it will not prejudice the status of the University, with reference to the activities performed.

The awarding of the grant does not imply the establishment of any employment contract, nor does it rise 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 (Europass) signed with handwritten signature and dated and containing the declaration on data use and privacy stated by Italian Law D.P.R. n. 445/2000, D.Lgs 196/2003 and art. 13 of the GDPR (EU Regulation n. 2016/679) The Europass form is available online at this link: <http://www.unive.it/pag/10368/>.
- c) A photocopy of a valid identity document (identity card or passport)
- d) Any other document, qualification or publication that may be useful for the selection process.

How to submit an application

Candidates must demonstrate possession of qualifications (excluding publications) by means of the declarations

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referred to in the aforementioned D.P.R. n. 445/2000.

The lack or inaccuracy of the declaration(s) referred to in letters a), b), c), d) 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 based on 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.

Indicate the following wording in the subject of the e-mail: <REALTA' E VALORE – Prof. Casarin>. 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 specifying in the subject of the e-mail < REALTA' E VALORE – Prof. Casarin >, indicating the title of the scholarship for which you intend to participate. In this case, the 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.

The selection procedure comprehend the qualifications assessment and the interview, to be held via teleconference.

The beginning of the interviews phase is scheduled for **January 18th, 2022, from 10:00 AM via GMeet platform**.

The list of candidates admitted to the interview and eventual postponements will be announced on January 14th, 2022, by means of a notice that will be published on the web page of the Department of Management "Research > Research Grants" at <http://www.unive.it/data/30402/>. The publication of the aforementioned calendar, list and announcements have the value of notification; therefore, candidates are required to present themselves, with the valid identification document presented during the application phase, on the day, the time and according to the electronic media indicated in the public notice. The absence of a candidate from the interview will be considered to all intents and purposes as a waiver.

The Selection Committee awards a maximum of 100 points to applications, on the basis of the 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

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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 will 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/>. All information on the convocation of candidates will be published there, too, without further direct communication to the candidates.

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, Executive Officer 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.

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

Digitally signed
Seen
The person in charge of the procedure,
Executive Officer of the Department of Management,
Sonia Pastrello.



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