



Minutes nr. 29/2022 - prot n. 18174 del 25/02/2022

Public selection for awarding of no. 1 Research Fellowship: “BUSINESS - nuovi modelli di business per il turismo e il cultural heritage” (lasting 6 months) in the framework of project “PRRI codice 2122-0002-204-2019 “L2 Tourism and Cultural Heritage LAB (TCHL)” - tutor prof. Maurizio Massaro.

PRELIMINARY SESSION - MINUTES OF PROCEEDING

The judging Commission, nominated with Director's Decree No. 110/2022 - prot. n. 0015223 dated 17/02/2022 is meeting on 24/02/2022 at 09:00 a.m. on-line on the topic: definition of evaluation criteria for applicants to the Call for specific project ref. no. 57/2022 - prot. 0009541 dated 02/02/2022.

Attending:

- Prof. Maurizio Massaro – President;
- Prof. Carlo Bagnoli – Member;
- Prof. Antonio Costantini – Member with the function to take the minutes.

Prof. Maurizio Massaro presides the session; Prof. Antonio Costantini has the function to take the minutes.

The Commission, prior to the examination of the applicants' documentation, is summoned to determine the evaluation criteria.

The evaluation of the scientific and professional qualifications will be in conformity with the requirements deemed necessary for carrying out the research activities.

The Commission, having an overall evaluation score that cannot exceed 100 points, decides to detail the qualification evaluation grid as follows:

Research Fellowship BUSINESS - nuovi modelli di business per il turismo e il cultural heritage	
Detailed Evaluation and Grading Grid	
Evaluation criteria	Grade
<p>Qualifications:</p> <ul style="list-style-type: none"> - Bachelor's degree or V.O. degree or equivalent foreign degree. <p>Up to 18 points are awarded for a master's degree or equivalent, up to 8 points for a bachelor's degree, 0 points for candidates without such a degree.</p> <p>Bachelor's degrees in languages, communications or marketing are preferential for profile evaluation (2 points).</p>	20/100
<p>Competenze ed esperienze professionali di ricerca o studio:</p> <p>a professional or scientific curriculum suitable for carrying out the research activities envisaged by the call.</p> <p>In particular, the following are useful in carrying out the project:</p> <ul style="list-style-type: none"> - previous experience in communication activities of new business models in the field of tourism and entertainment (maximum 20 points); - activities in support of strategic analysis in the field of cultural tourism (study and analysis of consumer/tourist needs for the development of value propositions up to the planning of communication strategies) (maximum 20 points); - other experience in the field of event organization and communication (maximum 20 points); - training and professional experience in the development of marketing and multi-channel communication strategies (maximum 20 points). 	80/100



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Maximum Total grade	100
Minimum final threshold	70

As established in this document, the Commission requires the Department of Management Secretariat the entire documentation sent by the candidates as required by the notice for the evaluation procedure.

At 09:25 a.m. the meeting is over.

The Commission is convened on 24/02/2022 at 10:00 a.m. on online meeting for the evaluation of the qualifications.

Read and approved electronically

JUDGING COMMISSION

- Prof. Maurizio Massaro – President;
- Prof. Carlo Bagnoli – Member;
- Prof. Antonio Costantini – Member with the function to take the minutes.