



Decree rep. n. 223/2024 – prot.n. 0059303 dated 20/02/2024

Call for n. 1 Short Research Fellowship - Ca' Foscari University of Venice– Department of Management

(L. 240 del December 30th 2010, art. 18, DL 19/2012; Regulations about Short Research fellowships DR 300/2014 del 14/04/2014 and subsequent amendments and additions)

The present document in English is to be considered as a mere translation of the provisions of the call which is available in Italian at the following link - Albo on line <http://www.unive.it/data/30402/>. 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 of the Ca' Foscari University of Venice, on the basis of resolution taken by the Departmental Board on February 14th 2024 on the awarding of research grants for research fellows, hereby calls for applications for n. 1 Short Research Fellowship entitled **“Marketing and social ontologies. Paradigms, categories, case studies”** lasting 12 months. The expected starting date is beginning of April 2024.

The research fellow must perform the following research:

SHORT RESEARCH FELLOWSHIP - “Marketing and social ontologies. Paradigms, categories, case studies”

ABSTRACT

INTRODUCTION

In the first quarter of this century, research in the field of marketing has seen a lively debate not only on approaches, results and applications, but certainly also on philosophical paradigms, theoretical assumptions and conceptual categories.

Methodological and philosophical considerations in marketing have also confirmed in recent decades the preponderance of theses and approaches of anti-realist and postmodern derivation, inherited above all from the 1980s and 1990s.

The progressive decline of postmodern philosophy, together with the changed cultural and social scenario, have, however, also sparked in marketing the search for philosophical frameworks updated or alternative to those used so far.

In the philosophical field, in recent years we have witnessed the birth and rise of a movement that is in many ways innovative, sometimes called 'new realism'. The new realism has attracted attention for both purely technical reasons (the criticism of some paradoxical theses of postmodern thought) and cultural and social ones in a broad sense, linked to a change in sensitivity with respect to instances such as i) the awareness of interdependence between human and non-human reality, ii) concern for sustainability and human responsibilities with respect to other species and life on the Planet and iii) a more ambivalent evaluation of the impact of new technologies on individual and social life.

The theoretical fruitfulness of new realism has produced important interdisciplinary results in the fields of design, thoughts on patents, biotechnology, architecture and the arts. In particular, the new realism, unlike the realisms of the past, stood out for its attention to social reality, cultural objects, artifacts and human reality in general.

In marketing philosophy, innovative proposals have recently been formulated, including those of a neo-realist nature, which have indicated some problems associated with the adoption of the postmodern/anti-realist paradigm and have introduced innovative or alternative categories, capable of contributing to the renewal of the conceptual arsenal and some basic assumptions of contemporary marketing.

The current debate still presents the following scenarios: on the one hand, marketing philosophy and marketing itself are still largely linked to a philosophical and cultural heritage of an anti-realist and postmodern nature; on the other hand, the realist movement is still in an expansive phase and has not crystallized into a series of consolidated doctrines and categories. In the context of realist philosophy and in particular the philosophy of social reality, very different philosophical doctrines coexist, variously called realist, such as Naturalism, Conventionalism, Intentionalism, Practice Theory, Actor-Network-Theory, Assemblage Theory, Object-Oriented -Ontology, theory of Documentality. Each of these approaches has partly different theoretical assumptions and uses distinct, sometimes alternative or irreconcilable,



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conceptual categories. On the opposite side of the spectrum, in the considerations on categories and basic assumptions of contemporary marketing, there is a need to delve deeper into the status of notions such as value, experience, relationship, transaction, identity, product, service, consumption, innovation, co-creation, but also of areas of application of these categories in the context of research and experimentation of new proposals. It is therefore a question of thinking philosophically on the assumptions and main categories of contemporary marketing, but at the same time showing the possible applications that the renewal of these assumptions and categories would entail for research and innovation in the field. This research project is dedicated to this.

The scientific responsible and tutor of the short research fellowship is **prof. Francesco Casarin**.

The research fellow must provide the department with the following research output:

- **two-monthly reports** on the activities (Tot. **6 reports**);
- **a final report** on the activities undertaken, highlighting the results achieved.

For anything not specified in this Call, please refer to the Regulations and applicable legislation.

Duration of the contract: 12 months, indicatively starting in **April 2024**.

The research fellowship amounts to **€ 19.200,00 (euro nineteen thousand two hundred//00)**, exempt from IRPEF (personal income tax) and INPS (social security contributions). The amount will be given through **deferred bimonthly payments** and it will be inclusive of any possible cost related to the research activity of the project.

The monthly amount 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: not later than noon time (12:00 Rome CET) of March 07th 2024.

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

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

- **Master's degree in Philosophy or equivalent foreign qualification. The degree title must have been achieved with full marks with honors.** Qualifications obtained abroad will be examined by the Committee, which may consider them as being equivalent for the purposes of admission, without prejudice to the current legislation.

In addition, the following **skills, competencies and qualifications** will be assessed as rewarding:

Skills required

- previous experience within cultural organisations;
- knowledge of scientific literature, theories and tools of international marketing;
- teaching and research experiences in the fields of philosophy and cultural heritage;
- fluent knowledge of English and German;
- knowledge of the main IT tools.

Any other evaluable qualifications

- PhD in business sciences or philosophy

People who have a degree of kinship or affinity, up to and including the fourth degree, with any professor belonging to the Department or facility issuing the call, or with the Rector, the General Manager or a member of the University Board of Directors, cannot participate to the selection.

Applicants must hold all the requisites within the call deadline.

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.



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

The short-term research fellowship, within this announcement, may not overlap with:

- other scholarships granted in any capacity, apart from those granted by national or foreign research institutes in order to integrate with periods abroad the specific activity foreseen by the work plan of the appointed fellow;
- attendance of PhD courses with scholarship and medical specialization, in Italy and abroad;
- research grants “assegni di ricerca”;
- subordinate employment relationships.

Scholarship holders can carry out occasional work activities, upon written communication to the scientific manager and on the condition that: a) this activity is declared by the person in charge to be compatible with the pursuit of the research activity referred to in the scholarship; b) does not involve a conflict of interest with the specific research activity carried out; c) does not prejudice the University, in relation to the activities carried out.

The awarding of the short-term research fellowship 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, duly dated and signed**, available on the University website <https://www.unive.it/data/28824/>

Applicants must declare in the application, under their own responsibility:

- **educational qualification held. Candidates in possession of a qualification obtained abroad** must also submit a **copy of the foreign title with a translation in Italian or English language including marks obtained, accompanied by a self-declaration relating to the conformity to the original of the translation itself**. The candidate who has been awarded a **Diploma Supplement**, may not submit any other documentation, provided that the DS provides a complete description of the nature, level, academic system and status of the studies carried out. In any case, it is advised to submit any other document useful to the evaluation of the academic title obtained;
- the possession of a residence permit valid at the deadline of the call for applications, in case he/she is a non-European citizen residing in Italy;
- that they understand that the short-term research fellowship is not compatible with the positions referred to in Art. 12 of the present Regulations and current legislation;
- to be medically fit to discharge his/her duties for the fellowship;
- not to have received measures restricting personal freedom at the time of submitting the application;
- not to have a degree of kinship or affinity, up to and including the fourth degree, with any professor belonging to the department or facility issuing the call or with the Rector, the General Manager or a member of the University Board of Directors and that they are aware of the provisions of the Law no 240/2010, Art. 18, para. 1, letter b);
- any benefit under L. 104/92.

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 copy of a valid identity document (e.g. Identity Card or Passport);

d) All documents, qualifications and publications relevant for the selection procedure.



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How to submit your application

Candidates must demonstrate possession of qualifications (excluding publications) by means of the declarations 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), 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 protocollo@pec.unive.it

Indicate the following wording in the subject of the e-mail: **“Bric-MARKETING E ONTOLOGIE SOCIALI-12 mesi”**. 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/A 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 **“Bric-MARKETING E ONTOLOGIE SOCIALI-12 mesi”**. In this case, the candidate assumes the responsibility arising from any failure to deliver the application and its annexes. Only documents in PDF/A 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.

Incomplete applications, those without the required data and the compulsory attachments will not be taken into consideration. Furthermore, the applications which, for any reason, reach this University beyond the deadline indicated above cannot be accepted.

Selection and Evaluation Procedure

The selection is made by **assessment of the scientific-professional qualifications and the interview** of the candidates, by a Selection Committee appointed by order of the Director of the Department taking into account, whereas possible, gender balance.

The beginning of the **interviews phase** is scheduled for **March 20th and/or March 21th, 2024, at Campus San Giobbe, Cannaregio 873, 30121 Venezia.**

The short list of candidates invited for interview and eventual postponements and the location and time of the interview will be announced on **March 18th 2024** by means of a notice that will be published on the specific Department web page at <https://www.unive.it/data/29521/> and <http://www.unive.it/data/17432/> and on the dedicated page of the University website at <http://www.unive.it/data/28900/> and <http://www.unive.it/data/12136/>.

Foreign or Italian applicants residing abroad may request to be interviewed by video.

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 Commission compiles a ranking and specifies the winning applicant, having regard to the score appointed to experience and qualifications, interview and any other test, as specified by the call. In the event of two or more candidates obtaining the same score at the end of the selection, the younger candidate will be preferred.

Awarding of the short research fellowship

Having received the selection documents, and at the outcome of the checks, the Department Director approves, by his



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own decree, the classification and the selection procedure reports and makes them public, according to the procedures specified in the Regulation awarding the short research fellowship art. 8.

Notification, including the start date of the short-term research fellowship, shall be sent to the winning candidate.

The winner must accept the short-term research fellowship within seven days of receipt of the written notification referred to above, under penalty of revocation. In the event of withdrawal, the short-term research fellowship shall be awarded to the next available candidate, following the order of the final ranking of merit.

Publication of the results of all the selection phases shall be published in the online University's notice Board - Albo on line <http://www.unive.it/data/30402>, on the specific Department web page <https://www.unive.it/data/29521/> and <http://www.unive.it/data/17432/> and on the dedicated page of the University website <http://www.unive.it/data/12136> and <https://www.unive.it/data/28900>

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

Access to the selection documents is guaranteed pursuant to the law of August 7th 1990, no. 241 and subsequent amendments and additions and relative internal implementation regulation.

Information and contacts

Candidates may find further details about the application process and the research project in the official Call published on Albo on line <http://www.unive.it/data/30402> and on Department website <http://www.unive.it/data/17431/>

For further information please contact - Department of Management - Research Area - tel. 041 234 8758-8705 - email: ricerca.management@unive.it

Processing of personal data

Personal data provided by the candidates in their applications for participation in the selection procedures, are processed pursuant to the legislative decree of June 30th 2003, no. 196 and subsequent amendments and additions and to EU Regulations 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 provisions

For anything not specified in this call, see the University of Venice's current regulations regarding the awarding for research fellowships and the current legislation.

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.