



Verbali - DMA - Repertorio n. 58/2024 - Prot. n. 71289 del 13/03/2024

**PUBLIC SELECTION FOR AWARDING OF N. 1 SHORT-TERM RESEARCH FELLOWSHIP LASTING 12 MONTHS – Title: “Marketing and social ontologies. Paradigms, categories, case studies” – CUP H73C24000090005 – Tutor Prof. Francesco Casarin.**

**Procedure announced by Call rep. n. 223/2024 - Prot. n. 0059303 dated 20/02/2024 c/o Department of Management**

#### PRELIMINARY SESSION - MINUTES OF PROCEEDING

The Selection Committee, nominated with Director Decree rep. n. 271/2024 – Prot. n. 0069337 dated 08/03/2024 is meeting on line on **the 13<sup>th</sup> of March at 08:30 (Italian time)**, on the topic: definition of evaluation criteria for applicants to the Call for the Short-term Research Fellowship rep. n. 223/2024 - Prot. n. 0059303 dated 20/02/2024.

Attending:

- Prof. Francesco Casarin – President
- Prof. Stefania Funari – member
- Prof. Pietro Lanzini – member (with the function to take the minutes).

Prof. Francesco Casarin presides the session; Prof. Pietro Lanzini has the function to take the minutes.

The Commission, prior to verify the applicants documentation, is summoned to determine the evaluation criteria, according to the rules of eligibility as defined in the Call for the awarding of the Short Research Fellowship **“Marketing and social ontologies. Paradigms, categories, case studies” – CUP H73C24000090005.**

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

The Selection Committee can assign a maximum **grade up to 100 points** for the evaluation of the scientific and professional qualifications and for the interview.

The Commission decides to specify the evaluation grid for titles, CV, other documents produced by the applicants and for interview, as follows:

<b>SHORT-TERM RESEARCH FELLOWSHIP – “Marketing and social ontologies. Paradigms, categories, case studies”</b>	
<b>CRITERIA AND MAXIMUM SCORE</b>	<b>SCORING DETAILS</b>
Coherence of the accademic curriculum ith the required profile ( <b>max 15 points</b> )	The Commission decides to evaluate the consistency of the training with the profile sought by analyzing the CV proposed by the candidate in relation to the qualification held and any qualifications obtained: <ul style="list-style-type: none"><li>- <b>Max 5 points:</b> Master's degree in Philosophy or equivalent foreign qualification. (The degree title must have been achieved with full marks with honors);</li><li>- <b>Max 10 points:</b> PhD in business sciences or philosophy;</li></ul>



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<p>Skills, knowledge and skills related to the subjects of the announcement (<b>max 25 points</b>)</p>	<p>The Commission decides to evaluate the skills, knowledge and competences on the basis of the information contained in the CV proposed by the candidate and in the attached documentation. In particular it assigns:</p> <ul style="list-style-type: none"><li>- <b>Max 5 points:</b> previous experience within cultural organisations;</li><li>- <b>Max 5 points:</b> knowledge of scientific literature, theories and tools of international marketing;</li><li>- <b>Max 13 points:</b> teaching and research experiences in the fields of philosophy and cultural heritage;</li><li>- <b>Max 2 points:</b> knowledge of the main IT tools;</li></ul>
<p>Interview (<b>max 60 points</b>)</p>	<p>The Commission decides to assign during the interview:</p> <ul style="list-style-type: none"><li>- <b>Max 25 points:</b> for the degree of understanding shown towards the research project object of the call;</li><li>- <b>Max 20 points:</b> for the knowledge and skills illustrated by the candidate during the interview for carrying out the research activities required by the project. In particular, the following knowledge and skills will be discussed:<ul style="list-style-type: none"><li>• knowledge of philosophical theory of new realism;</li><li>• ability to discuss ontology applied to marketing;</li><li>• ability to apply the main marketing theories to business situations;</li></ul></li><li>- <b>Max 8 points:</b> fluent knowledge of English;</li><li>- <b>Max 7 points:</b> fluent knowledge of German;</li></ul>
<p><b>TOTAL POINTS AVAILABLE</b></p>	<p><b>100</b></p>
<p><b>MINIMUM OVERALL ELIGIBILITY THRESHOLD</b></p>	<p><b>67</b></p>
<p>Minimum threshold for admission to the interview</p>	<p><b>27</b></p>
<p>Minimum threshold for passing the interview</p>	<p><b>40</b></p>



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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 9:00 (Italian time) the meeting is over.

The commission's summoned online **on the 13<sup>th</sup> of March 2024 at 11:30 (Italian time)** for the evaluation of the qualifications.

*The present document in English is a mere translation of the original in Italian for information purposes only. In case of a discrepancy, the Italian original will prevail.*

Read, confirmed and signed

#### SELECTION COMMITTEE

- Prof. Francesco Casarin – President
- Prof. Stefania Funari – member
- Prof. Pietro Lanzini – member (with the function to take the minutes).