**Recruiting Department/Research Unit:** Department of Political Sciences, Communication and International Relations

**Title:** “Customer delight”: toward a new conceptualization of the construct in technological environments powered by Artificial Intelligence

**Offer description:**
Customer delight has been defined as the state wherein a customer’s expectations are exceeded to a considerably surprising degree. Delighting the customer has several beneficial outcomes for the companies. New technological environments require a more comprehensive conceptualization of customer delight. Investigating how AI-powered solutions might affect customer delight will lead to a redefinition of the construct to include interactions between customers and AI-powered solutions as a key driver. The candidate will be involved in the following tasks: - Updating the literature review about customer delight in new technological environments from a data privacy law perspective; - Collecting and analyzing solicited-unstructured data using two different qualitative methods: the ZMET technique and a qualitative survey that uses the Critical Incident Technique; - Running some experimental studies aiming at identifying the effects of AI-powered solutions’ relevant characteristics on customer delight and subsequent outcomes. The data collected will primarily be analyzed through mediation and moderation analyses using specific statistical software.

**Researcher career profile:**

*Choose among*

- **R1 First Stage Researcher (up to the completion of PhD)**

*For further details* [https://euraxess.ec.europa.eu/europe/career-development/training-researchers/research-profiles-descriptors](https://euraxess.ec.europa.eu/europe/career-development/training-researchers/research-profiles-descriptors)

**Location:** Macerata, Italy

**Type of contract:**

- **temporary**

**Job status**

- **full time**

**Expected start date and duration of the contract:** 12 (twelve) months. The exact start date will be provided at the end of the selection process.

**Annual gross salary:** € 19,367,00

**Selection criteria:** Master’s Degree in Business Management / Communication / Informatics / Societal and Legal field
**Preferential selection criteria:**

1. PhD in Business Management / Communication / Informatics / Societal and Legal field
2. Scientific publication in the same field of this research program;
3. Good English level;
4. Good expertise in the Statistics field
5. Good expertise in Informatics

**Application deadline:** 08/11/2023

**Full details are available at:** https://www.unimc.it/it/ateneo/bandi-e-concorsi/finanziamenti-ricerca/bandiassegni-ricerca

**Enquiries can be made to** Ufficio Ricerca Scientifica e Dottorato – ufficio.ricerca@unimc.it

**DISCLAIMERS**

- The University of Macerata has adopted an OTM-R (Open, Transparent and merit-based Recruitment) policy within the framework of its Human Resources Strategy for Researchers; see https://www.unimc.it/it/ricerca/hrs4r/la-policy-otm-r-open-transparent-and-merit-based-recruitment-of-researchers

- The University of Macerata pursues an equal opportunities and diversity policy as well. Among facilities, a kindergarten is available for university’s employees. Specific facilities and services are also dedicated to employees with disabilities (transportation services, specific technologies for studying).