



TEMPLATE FOR ADVERTISING RESEARCH POSTS

based on indications given by par. 4.4.1 of the
"Report of the Working Group of the Steering Group of Human Resources Management under the
European Research Area on Open, Transparent and Merit-based Recruitment of Researchers"

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:

As the economy is increasingly shifting toward the use of AI-powered new technologies, there is a growing need to understand how firms can create delight in customer experiences.

Customer delight, a step beyond satisfaction, has emerged as a critical driver of customer loyalty in competitive technological environments. As digital platforms, AI-driven services, and IoT solutions become increasingly integrated into daily life, customer experiences are reshaped by cutting-edge technologies. However, these technologies often rely on extensive data collection, raising privacy concerns. With stringent data privacy laws such as GDPR and CCPA in place, companies must balance delivering delightful customer experiences with compliance.

This research seeks to understand how businesses operating in technologically advanced environments can achieve customer delight while adhering to data privacy regulations. It aims to explore whether compliance with privacy laws influences customer perceptions of trust, transparency, and delight.

Researcher career profile:

- *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>

Location: Macerata, Italy

Type of contract:

- *temporary*

Job status

- *full time*

Expected start date and duration of the contract: 8 (eight) months. The exact start date will be provided after the selection process

Annual gross salary: € 11.200

Selection criteria: Master's Degree in Economics or Communication Sciences

Preferential selection criteria:

1. Having been the holder of a Research Fellowship
2. Title of Ph.D.
3. Publications related to the topics of the project



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Application deadline: 23/01/2025, 1 p.m.

Full details are available at: <https://www.unimc.it/it/ateneo/bandi-e-concorsi/finanziamenti-ricerca/bandi-assegni-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).