

## 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 Economics and Law**

**Title:** Companies' supply chain sustainability communication

**Offer description:**

The research covers the green transformation, which concerns companies in the green conversion and consumers, who are increasingly attentive and demanding in the choice of products and companies with a strong sustainable vocation.

The research carried out follows the neuromarketing approach to data collection in order to obtain facial coding data in relation to digital communication stimuli from companies that demonstrate sustainability in their supply chain. The analyses carried out with this approach aim to study the emotional reaction of consumers, their commitment and interest, thanks to a deep learning image recognition system that adopts a combined approach between Ekman's categorisation and Russel's multidimensionality, which will be used and adapted for research purposes. The research results will be prepared for publications, international conferences and scientific articles.

**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:** 6 (six) months. The exact start date will be provided after the selection process.

**Annual gross salary:** € 9.000,00

**Selection criteria:** Master's degree in Economics and Business Management

**Preferential selection criteria:**

1. Previous research activities in the field;
2. Good knowledge of English;
3. Good computer skills in data analysis and processing.

**Application deadline:** 15/05/2025 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](mailto: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).