

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: Intelligenza Artificiale e Marketing Educativo Personalizzato

Offer description:

The research project aims to explore the role of Artificial Intelligence in the innovation of educational processes and social marketing, with particular attention to strategies for reducing educational poverty. The goal is to develop AI-based digital tools capable of personalizing learning paths, supporting student motivation, and improving communication among schools, families, and institutions. The study will analyze how data generated from educational interactions can be used to create shared value, ensuring transparency, trust, and inclusion. Frameworks will also be defined for the design of Learning Units (UDA) and digital platforms that integrate AI and educational marketing practices, with the objective of providing replicable guidelines for the dissemination of effective models at regional and national levels.

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: 12 (twelve) months. The exact start date will be provided after the selection process.

Annual gross salary: 19.367,00 €

Selection criteria: Master degree in Economics or Communication

Preferential selection criteria:

1. PhD in economics, business economics or communication
2. Previous research grants/scholarships consistent with the topics covered by the call for applications
3. Scientific publications consistent with the topics covered by the call for applications

4. Participation in funded projects consistent with the topics covered by the call for applications

Application deadline: 12/11/2025 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).