

**CGU Stella Junior 2023**  
*Mobility and training programme for students*

**PLACEMENT OFFER UDL02J**

**INFORMATION ON THE HOST UNIVERSITY**

<b>Name of the institution</b>	University of Lleida.
<b>Address</b>	Plaza Víctor Siurana, 1, 25003, Lleida, Spain.
<b>Telephone</b>	0034973702000.
<b>Web</b>	<a href="https://www.udl.cat/ca/en/">https://www.udl.cat/ca/en/</a> .
<b>Short description</b>	The main aim of the University of Lleida is the education of its students. We provide high standards of teaching with quality services throughout the university community that reach society beyond the campus gates. Students make up most of the UdL community, and our objective is to ensure that they enjoy the teaching and learning processes involved. They will thus be able to develop both at a professional and personal level by following other educational, cultural or leisure activities, and by participating in the UdL to keep it a lively, ever-improving educational institution.

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<b>Department</b>	Department of Economics and Business.
<b>Description of the activities</b>	<ul style="list-style-type: none"> <li>• Literature review on the role played by influencers in business communication strategy.</li> <li>• Literature review on the role of artificial intelligence in the business Environment.</li> <li>• Presentation of one or more lectures to the research group on the progress made.</li> </ul>
<b>Working languages</b>	Spanish and English.
<b>Working place</b>	Department of Economics and Business, C/ Jaume II, 73, 25001, Lleida, Spain.
<b>Mobility period</b>	Within the indicated period. June 16 – July 16 2023.
<b>Length</b>	30 calendar days.
<b>Daily working hours</b>	7 hours.
<b>No. of placements offered</b>	1.
<b>Accommodation</b>	The University of Lleida offers accommodation for students in university apartments by payment. The payment conditions can be found on this <a href="#">website</a> .

**CURRICULAR PROFILE OF THE CANDIDATE**

<b>Academic title</b>	Master.
<b>Required experience</b>	The candidate must fulfil the following requirements:

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	<ul style="list-style-type: none"><li>• Graduate in Business Administration and Management or similar (preferably in English).</li><li>• Master's Degree related to the topics of Marketing, Management, Strategy.</li><li>• Registered in a Doctoral Program in Economics and Organizational Management (preferably in the second half of the program).</li><li>• Proven prior experience in research on topics related with topics related with influencer marketing, artificial intelligence.</li></ul>
<b>Required skills</b>	<ul style="list-style-type: none"><li>• Proven ability in the development of research papers.</li><li>• Ability to work in a team.</li><li>• Proven presentation skills of research papers at specialized conferences in the field of marketing.</li></ul>