

CGU Stella Junior 2023
Mobility and training programme for students

PLACEMENT OFFER ULE01J

INFORMATION ON THE HOST UNIVERSITY

Name of the institution	University of Leon.
Address	Campus of Vegazana s/n, 24071, León, Spain.
Telephone	+34 987 29 17 01.
Web	https://www.unileon.es/ .
Short description	University of León is a public university based in the city of León, Spain, with an additional campus in Ponferrada. It is a university that in recent years has made significant progress in the field of internationalisation, as evidenced by the percentage of foreign students enrolled in its degrees, the growing number of students it sends and receives in mobility programmes and its integration into the European University for Responsible Consumption and Production, EURECA-PRO.

INFORMATION ON THE PLACEMENT OFFER

Department	Business Management and Economics.
Description of the activities	Development and design of an experimental study which combines the collection of biometric data from the participant with their perceptions through a questionnaire, analysis of the data obtained, and results writing.
Working languages	Spanish and English.
Working place	Area of Marketing and Market Research, Faculty of Economics and Business Studies.
Mobility period	To be agreed with the candidate.
Length	31 calendar days.
Daily working hours	8 hours.
No. of placements offered	1.

CURRICULAR PROFILE OF THE CANDIDATE

Academic title	Master.
Required experience	<ul style="list-style-type: none"> Teaching experience at the University in marketing subjects, presentation in international academic conferences (awards in these conferences will be highly valued), publications in journals indexed in JCR. The international projection of the applicant through publications with international authors or international stays will be positively valued. Research experience.

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	<ul style="list-style-type: none">• Research contracts or grants on a competitive basis will be positively evaluated.
Required skills	<ul style="list-style-type: none">• Knowledge of immersive technologies with a particular focus on augmented reality and the metaverse, flow theory and social media marketing.• Knowledge of PROCESS methodology.