

CGU Stella Junior 2023
Mobility and training programme for students

PLACEMENT OFFER ULE02J

INFORMATION ON THE HOST UNIVERSITY

Name of the institution	University of Leon.
Address	Avda. Facultad de Veterinaria, 25, 24004, León, Spain.
Telephone	987 291 000.
Web	www.unileon.es .
Short description	University of Leon 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	Content analysis of online travel reviews of green hotels in different smart cities; sentiment analysis of these reviews with machine learning techniques; and learning about the use of methodologies to analyze the data set (e.g. structural equation modelling, etc.).
Working languages	Spanish and English.
Working place	Faculty of Economics and Business Studies.
Mobility period	Within the indicated period. Between 1 st of June and 31 th of December 2023.
Length	15 calendar days.
Daily working hours	8 hours.
No. of placements offered	1.

CURRICULAR PROFILE OF THE CANDIDATE

Academic title	<ul style="list-style-type: none"> • Master. • Degree.
Required experience	<p>Academic:</p> <ul style="list-style-type: none"> • Participation in international academic conferences. • Publications in journals indexed in JCR and SCOPUS. • Member of an International Project. • Academic mobility. • Teaching experience at the university in marketing and tourism subjects.

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	<ul style="list-style-type: none">• Recipient of the Doctoral Student Grant.• Master's in Marketing Management. <p>Professional: digital marketing experience in national and international companies (preferably in hospitality) and market research experience.</p>
Required skills	<ul style="list-style-type: none">• Knowledge about online travel reviews and content analysis and sentiment analysis and tourism marketing.• Knowledge of brand meaning and brand image.