

ANNOUNCEMENT

The Bucharest Academy of Economic Studies is organizing a selection for the following position: **Experienced Researcher - 1 position** within the project "*A Study of Consumer Trust in Online Reviews and Social Media Comments in the Age of Artificial Intelligence*" - 760248/28.12.2023, funding application no. 158/31.07.2023.

Individual employment contracts are part-time, with a maximum **20 hours/month** which may be unevenly distributed.

The gross hourly wage for this position is **240.00 lei/hour**.

The individual contract of employment will be concluded for a fixed-term period of time until the **30th of June, 2026**.

A. To participate in the recruitment and selection process , candidates must meet the following **general and specific conditions** :

1. General conditions:

- a) has Romanian citizenship, citizenship of other member states of the European Union or of states belonging to the European Economic Area and/or foreigners as defined by art. 2 letter a) of GEO 194/12.12.2002 with subsequent amendments and completions, respectively persons who do not have Romanian citizenship, citizenship of another EU member state or citizenship of the Swiss Confederation ;
- b) has the minimum age regulated by legal provisions;
- c) has full capacity to exercise;
- d) has a state of health appropriate to the position for which he/she is applying,
- e) meets the educational requirements and, where applicable, seniority or other specific conditions according to the requirements of the position for which the recruitment and selection process is being carried out.
- f) has not been definitively convicted of a crime against humanity, against the state or against authority, of duty or in connection with duty, which impedes the administration of justice, of forgery or acts of corruption or of a crime committed intentionally, which would make him/her incompatible with the exercise of the function, except in the case where rehabilitation has occurred.

2. Specific conditions:

- a) level of studies: higher education completed with a doctorate;
- b) field of study: business administration, economic informatics, management, cybernetics and statistics, marketing or similar;
- c) a minimum of five years' experience in academic teaching at the university level.
- d) other specific conditions:

- Solid knowledge of statistics and data analysis, marketing, strategy, consumer behavior, market research, modeling of economic phenomena, probabilistic reasoning in artificial intelligence, study of the behavior of online social media users;
- Experience in data analysis, statistical and econometric modeling, using IBM SPSS, R, USINet and eViews;
- Solid knowledge and scientific publications in the field of digital economy, digitalization, the study of online social networks and/or the study of public policies and the effects of the crisis on digitalization.
- Good skills in developing and writing scientific papers;
- Advanced knowledge of English;
- Good organizational, communication and collaboration skills with international and multidisciplinary teams.

d) Specific responsibilities:

- Collaborating with the project team to carry out research activities, including reports, studies and scientific articles;
- Creating algorithms, code snippets and applying statistical methods to obtain desired results;
- Collaborating with the project team to disseminate partial and final results;
- Supporting the project team in achieving the assumed objectives.

B. The recruitment and selection process will consist of :

- 1. Test 1 - Evaluation of the files submitted by the candidates**
- 2. Test 2 – Structured interview** (in the event that the number of registered candidates is less than or equal to the number of positions available in the recruitment and selection process, the committee may decide to simplify the procedure and carry out the selection exclusively by verifying the fulfillment of the minimum conditions (general and specific) included in the published selection announcement)
 - *date and time of the interview* : will be communicated simultaneously with the display of the results of the evaluation of the files submitted by the candidates :
 - *venue interview* : will be communicated simultaneously with the display of the results of the evaluation of the files submitted by the candidates :

The tests are eliminatory, with the minimum score obtained in each test being 50 points.

C. Topics and bibliography :

- 1. Topic:**
 - a) the behavior of online social network users
 - b) modeling of economic phenomena
 - c) statistics and data analysis
 - d) strategic management
 - e) explainable artificial intelligence
 - f) online marketing

2. Bibliography:

1. Orzan, G. & Orzan, M.. "Cybermarketing". Uranus Publishing House, Bucharest, 2007.
2. Cătoi, I. (coord.), Marketing Research (Treatise), Uranus Publishing House, Bucharest, 2009
3. Balaure, V. (coord.), Marketing, 2nd ed., Uranus Publishing House, Bucharest, 2004
4. Petrescu, M., Marketing research using single-item indicators in structural equation models, Journal of marketing analytics, 5 (1), pp.99-117
5. Petrescu, M., Kitchen, P., Dobre, C., Ben Mrad, S., Milovan-Ciuta, A., Goldring, D. & Fiedler, A., Innocent until proven guilty: suspicion of deception in online reviews, European Journal of Marketing, 56 (4), pp. 1184-1209
6. David, FR & David, ME, Strategic Management: A Competitive Advantage Approach, Concepts and Cases, Ed. Pearson , London, 2019.
7. Malhotra, N. (coord.), Artificial Intelligence in Marketing, Review of Marketing Research, Emerald Publishing, 2023
8. Goodfellow, I., Bengio, Y. & Courville, A. Deep Learning. The MIT Press, 2016.
9. Lilien, G., A Marketing Models, Prentice Hall, 1991
10. Babbie, ER, Wagner, W. & Zaino, J. Adventures in Social Research: Data Analysis Using IBM SPSS Statistics. SAGE Publishing, 2018.

D. Composition of the competition file :

1. A record of the enclosed documents
2. Application for the recruitment and selection process addressed to the Rector of ASE;
3. Copy of the identity document or any other document attesting the identity, according to the law, as the case may be;
4. Copy of marriage certificate or proof of name change, if the candidate changed his name (proof of name change);
5. The criminal record or a self-declaration that it has no criminal record that makes it incompatible with the position for which it is applying;
6. Medical certificate attesting the appropriate health status issued no more than 6 months prior to the selection by the family doctor of the candidate or by the competent medical units, or the declaration on its own responsibility, with the obligation to fill in the selection file with the medical certificate at the latest by the date of the first test of the recruitment and selection process, if applicable
7. Declaration on own responsibility if the candidate has or does not have a husband/wife or relatives and affines, up to the III-th degree inclusively, who are employees of the Academy of Economic Studies of Bucharest in a position of leadership, control, authority with the post taken out for selection and not the post, to which they apply, is not in a position of leadership, control, authority with husband/wife or relatives, up to and including III degree, employees of the University;
8. Statement for the processing of personal data;
9. Curriculum vitae in European format (www.cveuropean.ro/cv-online.html) – signed and dated on each page;

10. Copies of documents that certify the completed level of education and any other additional documents that attest to the completion of specializations, as well as copies of documents certify the fulfilment of the specific conditions required for the position, as outlined in Chapter A, point 2.

E. Contact details:

The competition files are due on October 28th, 2025, by 13:00, at the BUES Registrar's Office, located in the "Ion Angelescu" Building, Căderea Bastiliei Street, ground floor, room 0016.

Contact person: Mihai Orzan – e-mail: mihai.orzan@ase.ro

For information regarding the recruitment and selection process: e-mail: dru@ase.ro

The requested form templates can be found on the website of the Grant Project Management Service, Resources section, by accessing the link <https://fondurieuropene.ase.ro/resurse/>.

F. Recruitment and selection process calendar

No. of documents.	ACTIVITY	Date
1.	Posting the announcement	20.10.2025
2.	Submitting the candidates' competition files at the ASE Registrar's Office	28.10.2025
3.	Selection of application files by the members of the competition committee	29.10.2025
4.	Publication of the results of the selection of the application files	30.10.2025
5.	Submission of appeals regarding the results of the selection of application files	31.10.2025
6.	Publication of the results of the appeals	03.11.2025
7.	Interview	04.11.2025
8.	Communication of the results of the interview	05.11.2025
9.	Submission of appeals regarding the interview results	06.11.2025
10.	Publication of the results of the appeal	07.11.2025
11.	Publication of the final results	07.11.2025
12.	Appointment to the position	After approval from the Board of Trustees