

Bucharest University of Economic Studies

Date: 08.04.2026



ANNOUNCEMENT

Bucharest University of Economic Studies is currently holding a selection process for **Experienced researcher** position within the "*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.

The employment offered for this position is part-time, with a maximum of **31 working hours** per month, which may be unevenly distributed.

The gross hourly wage for this position is **240,00 lei** per hour.

The individual employment contract will be concluded for a fixed period until **June 30, 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, of states belonging to the European Economic Area, and/or foreign states as defined by art. 2 lit. 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 the legal provisions;
- c) has full capacity;
- d) has a relevant state of health for the position he is applying for.
- e) meets the conditions of education and, where appropriate, seniority or other specific conditions by the requirements of the post to be filled;
- f) has not been convicted of a crime against humanity, against the State or authority, or of an offence committed in the course of or in connection with the performance of his or her duties which obstructs the course of justice, or forgery or corruption, or of an offence committed with intent which would make him or her incompatible with the performance of his or her duties, unless he or she has been rehabilitated.

2. Specific conditions:

- a) level of studies: higher education completed with a Ph.D. degree;
- b) area of studies: economic / marketing;
- c) work experience: minimum 20 years;
- d) other specific conditions:
 - i. Solid knowledge of statistics and data analysis, marketing, strategy, consumer behavior, market research, modeling of economic phenomena, probabilistic

- reasoning in artificial intelligence, and study of the behavior of online social media users;
- ii. Experience in data analysis, statistical and econometric modeling, using IBM SPSS, R, USINet and eViews;
- iii. Solid knowledge and scientific publications in the field of digital economy, digitization, social media online study and/or public politics study and crisis effects on digitization;
- iv. Good skills in developing and writing scientific papers;
- v. Advanced knowledge of English;
- vi. Good organizational, communication and collaboration skills with international and multidisciplinary teams.

e) specific responsibilities:

- i. Collaborating with the project team to carry out research activities, including reports, studies and scientific articles;
- ii. Creating algorithms, code snippets and applying statistical methods to obtain desired results;
- iii. Collaborating with the project team to disseminate partial and final results;
- iv. 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 (if 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 :
- *the location of the interview*: the interview will take place at the headquarters of the Bucharest University of Academic Studies, located on the Piața Romană street, number 6, Sector 1, Bucharest. The room number will be further announced and will be communicated simultaneously with the display of the results of the evaluation of the files submitted by the candidates.

The evaluation samples are eliminatory; the minimum score to be obtained for each sample is 50 points.

C. Topics and bibliography:

1. Topics:

- 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.. "Online Marketing". 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 Model, Prentice Hall, 1991
10. Babbie, ER, Wagner, W., & Zaino, J. Adventures in Social Research: Data Analysis Using IBM SPSS Statistics. SAGE Publishing, 2018.

D. Contents of the competition file to be submitted by candidates:

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 to the identity, according to the law, if applicable;
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 statement on his responsibility that he/she has no criminal record that makes him/her incompatible with the position for which he/she is applying;
6. Medical certificate attesting the appropriate health status issued no more than 6 months before the selection by the family doctor of the candidate or by the competent medical units, or the declaration on its responsibility, with the obligation to fill in the competition file with the medical certificate.
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 Bucharest University of Economic Studies in a position of leadership, control, authority with the position for which is organised the selection and recruitment process and he/she is applying for;
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 that certify the fulfilment of the specific conditions required for the position, as outlined in Chapter A, point 2.

E. Contact information:

The competition files are due on April 20th, 2026, by 16:00, at the BUES Registrar's Office, located in the "Ion Angelescu" Building, Căderea Bastiliei Street, ground floor, room 0016, or online at the address provided by the contact person:

Contact:

- Contact person: Prof. univ. dr. Mihai Cristian Orzan (email: mihai.orzan@ase.ro)
- For information regarding the recruitment and selection process (email: dru@ase.ro)

F. Recruitment and selection calendar:

No. crt.	ACTIVITY	Date
1.	Announcement publication	08.04.2026
2.	Submitting the candidates' competition files at the ASE Registrar's Office	20.04.2026
3.	Selection of application files by the members of the competition committee	21.04.2026
4.	Publication of the results of the selection of the application files	22.04.2026
5.	Submission of appeals regarding the results of the selection of application files	23.04.2026
6.	Publication of the results of the appeals	24.04.2026
7.	Interview	27.04.2026
8.	Communication of the results after the interview	28.04.2026
9.	Submission of appeals regarding the interview results	29.04.2026
10.	Publication of the results of the appeal	30.04.2026
11.	Publication of the final results	30.04.2026
12.	Appointment to the position	After approval of the Management Board