ABSTRACT

INTRODUCTION
In the first quarter of this century, research in the field of marketing has seen a lively debate not only on approaches, results and applications, but certainly also on philosophical paradigms, theoretical assumptions and conceptual categories. Methodological and philosophical considerations in marketing have also confirmed in recent decades the preponderance of theses and approaches of anti-realist and postmodern derivation, inherited above all from the 1980s and 1990s. The progressive decline of postmodern philosophy, together with the changed cultural and social scenario, have, however, also sparked in marketing the search for philosophical frameworks updated or alternative to those used so far.

In the philosophical field, in recent years we have witnessed the birth and rise of a movement that is in many ways innovative, sometimes called 'new realism'. The new realism has attracted attention for both purely technical reasons (the criticism of some paradoxical theses of postmodern thought) and cultural and social ones in a broad sense, linked to a change in sensitivity with respect to instances such as i) the awareness of interdependence between human and non-human reality, ii) concern for sustainability and human responsibilities with respect to other species and life on the Planet and iii) a more ambivalent evaluation of the impact of new technologies on individual and social life. The theoretical fruitfulness of new realism has produced important interdisciplinary results in the fields of design, thoughts on patents, biotechnology, architecture and the arts. In particular, the new realism, unlike the realisms of the past, stood out for its attention to social reality, cultural objects, artifacts and human reality in general. In marketing philosophy, innovative proposals have recently been formulated, including those of a neo-realist nature, which have indicated some problems associated with the adoption of the postmodern/anti-realist paradigm and have introduced innovative or alternative categories, capable of contributing to the renewal of the conceptual arsenal and some basic assumptions of contemporary marketing.

The current debate still presents the following scenarios: on the one hand, marketing philosophy and marketing itself are still largely linked to a philosophical and cultural heritage of an anti-realist and postmodern nature; on the other hand, the realist movement is still in an expansive phase and has not crystallized into a series of consolidated doctrines and categories. In the context of realist philosophy and in particular the philosophy of social reality, very different philosophical doctrines coexist, variously called realist, such as Naturalism, Conventionalism, Intentionalism, Practice Theory, Actor-Network-Theory, Assemblage Theory, Object-Oriented-Ontology, theory of Documentality. Each of these approaches has partly different theoretical assumptions and uses distinct, sometimes alternative or irreconcilable, conceptual categories. On the opposite side of the spectrum, in the considerations on categories and basic assumptions...
of contemporary marketing, there is a need to delve deeper into the status of notions such as value, experience, relationship, transaction, identity, product, service, consumption, innovation, co-creation, but also of areas of application of these categories in the context of research and experimentation of new proposals.

It is therefore a question of thinking philosophically on the assumptions and main categories of contemporary marketing, but at the same time showing the possible applications that the renewal of these assumptions and categories would entail for research and innovation in the field. This research project is dedicated to this.

The scientific responsible and tutor of the short research fellowship is prof. Francesco Casarin. The research fellow must provide the department with the following research output:

- two-monthly reports on the activities (Tot. 6 reports);
- a final report on the activities undertaken, highlighting the results achieved.

For anything not specified in this Call, please refer to the Regulations and applicable legislation.

Duration of the contract: 12 months, indicatively starting in April 2024.

The research fellowship amounts to € 19.200,00 (euro nineteen thousand two hundred//00), exempt from IRPEF (personal income tax) and INPS (social security contributions). The amount will be given through deferred bimonthly payments and it will be inclusive of any possible cost related to the research activity of the project. The monthly amount shall only be approved and awarded for whole months completed; amounts for months not completed shall not be awarded.

Deadline for the submission of applications: not later than noon time (12:00 Rome CET) of March 07th 2024.

Who can apply? (University Regulation for short-term research fellowships, Art. 3)

Applications are open to all EU citizens and non-EU citizens who hold:

- Master's degree in Philosophy or equivalent foreign qualification. The degree title must have been achieved with full marks with honors. Qualifications obtained abroad will be examined by the Committee, which may consider them as being equivalent for the purposes of admission, without prejudice to the current legislation.

In addition, the following skills, competencies and qualifications will be assessed as rewarding:

Skills required
- previous experience within cultural organisations;
- knowledge of scientific literature, theories and tools of international marketing;
- teaching and research experiences in the fields of philosophy and cultural heritage;
- fluent knowledge of English and German;
- knowledge of the main IT tools.

Any other evaluable qualifications
- PhD in business sciences or philosophy

People who have a degree of kinship or affinity, up to and including the fourth degree, with any professor belonging to the Department or facility issuing the call, or with the Rector, the General Manager or a member of the University Board of Directors, cannot participate to the selection.

Applicants must hold all the requisites within the call deadline. Candidates are admitted to the selection conditionally; they may be excluded from the call at any time should they fail to meet the predefined requirements, even after the selection process is complete, with just cause and notification sent to the person concerned.

Information and contacts: For more information contact: Department of Management - Research Area - tel. 041 234 8758-8705 – e-mail: ricerca.management@unive.it
Incompatibility (University Regulation for short-term research fellowships, Art. 12)

The short-term research fellowship, within this announcement, may not overlap with:
- other scholarships granted in any capacity, apart from those granted by national or foreign research institutes in order to integrate with periods abroad the specific activity foreseen by the work plan of the appointed fellow;
- attendance of PhD courses with scholarship and medical specialization, in Italy and abroad;
- research grants “assegni di ricerca”;
- subordinate employment relationships.

Scholarship holders can carry out occasional work activities, upon written communication to the scientific manager and on the condition that: a) this activity is declared by the person in charge to be compatible with the pursuit of the research activity referred to in the scholarship; b) does not involve a conflict of interest with the specific research activity carried out; c) does not prejudice the University, in relation to the activities carried out.

The awarding of the short-term research fellowship does not imply the establishment of any employment contract, nor does it give rise to any rights of access to positions of employment at the University.

How to apply (University Regulations for short-term research fellowships, Art. 5)

Candidates must submit:
- The application form, duly dated and signed, available on the University website https://www.unive.it/data/28824/.

Applicants must declare in the application, under their own responsibility:
- educational qualification held. Candidates in possession of a qualification obtained abroad must also submit a copy of the foreign title with a translation in Italian or English language including marks obtained, accompanied by a self-declaration relating to the conformity to the original of the translation itself. The candidate who has been awarded a Diploma Supplement, may not submit any other documentation, provided that the DS provides a complete description of the nature, level, academic system and status of the studies carried out. In any case, it is advised to submit any other document useful to the evaluation of the academic title obtained;
- the possession of a residence permit valid at the deadline of the call for applications, in case he/she is a non-European citizen residing in Italy;
- that they understand that the short-term research fellowship is not compatible with the positions referred to in Art. 12 of the present Regulations and current legislation;
- to be medically fit to discharge his/her duties for the fellowship;
- not to have received measures restricting personal freedom at the time of submitting the application;
- not to have a degree of kinship or affinity, up to and including the fourth degree, with any professor belonging to the department or facility issuing the call or with the Rector, the General Manager or a member of the University Board of Directors and that they are aware of the provisions of the Law no 240/2010, Art. 18, para. 1, letter b);
- any benefit under L. 104/92.

b) A CV in European format (Europass) signed with handwritten signature and dated and containing the declaration on data use and privacy stated by Italian Law D.P.R. n. 445/2000, D.Lgs 196/2003 and art. 13 of the GDPR (EU Regulation n. 2016/679). The Europass form is available online at this link: http://www.unive.it/pag/10368/;

c) A copy of a valid identity document (e.g. Identity Card or Passport);

d) All documents, qualifications and publications relevant for the selection procedure.

How to submit your application

The University carries out random checks on the veracity of the statements made by the candidates in the applications and in the curriculum.

If from the control indicated above the untruthfulness of the content of the declaration emerges, the declarant forfeits any benefits resulting from the provision issued based on the untruthful declaration, without prejudice to the provisions of the criminal code and special laws on the subject.

Applications can be:

1) sent by certified e-mail to the address protocollo@pec.unive.it

Indicate the following wording in the subject of the e-mail: “Bric-MARKETING E ONTOLOGIE SOCIALI-12 mesi”. It should be noted that the validity of such sending, as established by current legislation, is subject to the use by the candidate of a certified e-mail box in turn. Therefore, sending from a simple / ordinary e-mail box will not be considered valid even if addressed to the PEC of the Ca’ Foscari University of Venice. Only documents in PDF/A format must be attached to the e-mail message;

2) sent by e-mail to the address ricerca.management@unive.it specifying in the subject of the e-mail “Bric-MARKETING E ONTOLOGIE SOCIALI-12 mesi”. In this case, the candidate assumes the responsibility arising from any failure to deliver the application and its annexes. Only documents in PDF/A format must be attached to the e-mail message.

The University assumes no responsibility in the event of dispersion of communications due to inaccurate indications of residence and address by the applicant, or from failure, or late, communication of the change of the same, nor for any postal or telegraphic problems, not attributable to the Administration itself. Likewise, the University cannot be held responsible for any non-receipt of applications sent via non-certified email within the deadline.

Incomplete applications, those without the required data and the compulsory attachments will not be taken into consideration. Furthermore, the applications which, for any reason, reach this University beyond the deadline indicated above cannot be accepted.

Selection and Evaluation Procedure

The selection is made by assessment of the scientific-professional qualifications and the interview of the candidates, by a Selection Committee appointed by order of the Director of the Department taking into account, whereas possible, gender balance.

The beginning of the interviews phase is scheduled for March 20th and/or March 21st, 2024, at Campus San Giobbe, Cannaregio 873, 30121 Venezia.

The short list of candidates invited for interview and eventual postponements and the location and time of the interview will be announced on March 18th 2024 by means of a notice that will be published on the specific Department web page at https://www.unive.it/data/29521/ and http://www.unive.it/data/17432/ and on the dedicated page of the University website at http://www.unive.it/data/28900/ and http://www.unive.it/data/12136. Foreign or Italian applicants residing abroad may request to be interviewed by video.

The publication of the aforementioned calendar, list and announcements have the value of notification; therefore, candidates are required to present themselves, with the valid identification document presented during the application phase, on the day, the time and according to the electronic media indicated in the public notice. The absence of a candidate from the interview will be considered to all intents and purposes as a waiver.

The Commission compiles a ranking and specifies the winning applicant, having regard to the score appointed to experience and qualifications, interview and any other test, as specified by the call. In the event of two or more candidates obtaining the same score at the end of the selection, the younger candidate will be preferred.

Awarding of the short research fellowship

Having received the selection documents, and at the outcome of the checks, the Department Director approves, by his own decree, the classification and the selection procedure reports and makes them public, according to the procedures specified in the Regulation awarding the short research fellowship art. 8.

Notification, including the start date of the short-term research fellowship, shall be sent to the winning candidate.

The winner must accept the short-term research fellowship within seven days of receipt of the written notification.

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referred to above, under penalty of revocation. In the event of withdrawal, the short-term research fellowship shall be awarded to the next available candidate, following the order of the final ranking of merit.

Publication of the results of all the selection phases shall be published in the online University’s notice Board - Albo on line http://www.unive.it/data/30402, on the specific Department web page https://www.unive.it/data/29521 and http://www.unive.it/data/17432/ and on the dedicated page of the University website http://www.unive.it/data/12136 and https://www.unive.it/data/28900

All information on the convocation of candidates will be published there, too, without further direct communication to the candidates.

Access to the selection documents is guaranteed pursuant to the law of August 7th 1990, no. 241 and subsequent amendments and additions and relative internal implementation regulation.

Information and contacts
Candidates may find further details about the application process and the research project in the official Call published on Albo on line http://www.unive.it/data/30402 and on Department website http://www.unive.it/data/17431/

For further information please contact - Department of Management - Research Area - tel. 041 234 8758-8705 - email: ricerca.management@unive.it

Processing of personal data
Personal data provided by the candidates in their applications for participation in the selection procedures, are processed pursuant to the legislative decree of June 30th 2003, no. 196 and subsequent amendments and additions and to EU Regulations 2016/679.

It is possible to download the policy document (in Italian) here: https://www.unive.it/pag/36550/.

Person in charge of the procedure
In accordance with the provisions of Art. 5 of Italian Law no. 241 of 07/08/1990 and subsequent amendments and additions, the person in charge of the administrative procedure for this selection procedure is Sonia Pastrello, Executive Officer of the Department of Management.

Final provisions
For anything not specified in this call, see the University of Venice’s current regulations regarding the awarding for research fellowships and the current legislation.

Digitally signed
The Head of the Department of Management
Prof. Anna Comacchio

Digitally signed
Seen
The person in charge of the procedure,
Executive Officer of the Department of Management,
Sonia Pastrello.
application form

application form

To the Director of the Department of Management
Ca' Foscari University, Venice
San Giobbe, Cannaregio 873
30121 Venezia

I, the undersigned ___________________________ born in ______________________________ (prov. of ____) on _________________, passport no. / taxpayer's code no. ___________________________ resident in _______________, code no. ___________________________ resident in _______________, tax office no. _______________, post office no. _______________, nationality ___________________________, tel. ___________________________, mobile ___________________________, e-mail ___________________________ [certified email, if possessed: ___________________________]

HEREBY SUBMIT

my application for the qualification-based and interview public selection process, for the short research fellowship entitled - “Marketing and social ontologies. Paradigms, categories, case studies” lasting 12 months - Tutor Prof. Francesco Casarin.
CUP - H73C24000090005

I, the undersigned, fully aware of the liabilities, including criminal liability, arising from untruthful declarations, pursuant the Italian law D.P.R. 445/2000, hereby declare:

1. to hold the qualification of: ___________________________ (please specify the kind of Degree and final evaluation) in ___________________________ obtained on _______________ at the ___________________________ University of / other legal entity ___________________________ (*).

Note(*): for titles obtained abroad, please attach copy of the degree with translation in Italian or English and the evaluations for each exam, accompanied by a self-declaration relating to the conformity to the original of the translation itself or the Diploma Supplement. The candidate who has been awarded a Diploma Supplement, may not submit any other documentation, provided that the DS provides a complete description of the nature, level, academic system and status of the studies carried out. In any case, it is advised to submit any other document useful to the evaluation of the academic title obtained.

2. to be of ________________ nationality [for non-EU citizens already residing in Italy only: to hold a residence permit/research visa for _________ expiry date on_________];

3. to be physically fit for the position;

4. to be aware that the awarding of the short-term research fellowship is not compatible with the positions referred to in art. 12 of the Regulations for short term research fellowships and the current legislation;

5. to not have received any restrictive measures of personal liberty at the time of submitting the application;

6. to not have any kinship and affinity, up to and including the fourth degree, with any professor belonging to the Department or to the Centre announcing the call for applications, or with the Rector, the Chief Executive Officer or a member of the University Board of Directors and to be aware of the relevant provisions of Law 240/2010. Article 18, par. 1, lett b);

7. to request the following benefits established by Law no. 104/92:

___________________________________________________________________________________

and for the above mentioned purpose encloses disability certification;

8. to use the following address for the purposes of this application:

_____________________________________(street) no. ____________________ at ___________________________ municipality _______________________________ POSTCODE __________________ PROV __________________

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10. to be aware that all the communication to candidates, with regard to this procedure, will be published on the dedicated web page in the Department website: [http://www.unive.it/data/17432/](http://www.unive.it/data/17432/) and on the University website [http://www.unive.it/data/12136/](http://www.unive.it/data/12136/). Publication constitutes notification to all intents and purposes of the call for applications.

Further declarations in case the selection procedure provides for an interview, only for Foreign or Italian applicants residing abroad (select the option):

☐ to wish to be interviewed by video (as provided for by the Regulations for awarding of the university research fellowships);

The undersigned gives her/his consent for the personal data provided to be processed, in compliance with Legislative Decree no. 196/2003 and subsequent amendments and modifications and with the EU Regulation 2016/679, for the requirements related to this selection procedure.

The following are enclosed with this application:
- a detailed CV with professional, academic and research background;
- copy of an identity document;
- any other document required by the call;
- any other documentation deemed relevant for the evaluation.

Date, __________  Signature of the candidate

______________________

NB:
The University does not take any responsibility for cases of unavailability of the recipient or for the dispersal of communications resulting from inaccurate indication of domicile or of contact details by the candidate, failure or late communication of contact details’ variation or any other reason not attributable to the University, nor from any error in postal delivery, or in any case from acts attributable to third parties, from unforeseeable circumstances or force majeure.
The declarations made in the application shall be considered made pursuant to the D.P.R. n. 445/2000 and subsequent amendments, by candidates entitled to use the simplified administrative certifications allowed by the aforementioned decree.
INFORMATION ON PERSONAL DATA PROCESSING
pursuant to Article 13 of Regulation (EU) 2016/679

The Ca' Foscari University of Venice, as part of its institutional aims and in fulfillment of the obligations set forth in art. 13 of the 2016/679 EU Regulation ("Regulation"), provides you with information regarding the processing of personal data that you have provided to the University for the purpose of carrying out the selection procedure you wish to participate in.

1) THE DATA PROCESSOR
The data processor is the Ca’ Foscari University of Venice, with headquarters in Dorsoduro n. 3246, 30123 Venice (VE), in the person of the Rector Magnificent.

2) DATA PROTECTION OFFICER
The University has appointed the "Data Protection Officer", who can be contacted by writing to the e-mail address dpo@unive.it or to the following address: Ca’ Foscari University, Venice, Data Protection Manager, Dorsoduro n. 3246, 30123 Venice (VE).

3) PERSONAL DATA CATEGORIES, PURPOSES AND LEGAL BASIS OF DATA PROCESSING
The data processing in question involves the provision of personal data and data relating to previous study and professional experience.
Unless the selection procedure is for protected categories, it is not necessary to provide data of a sensitive nature (for example, data concerning health status, sexual orientation or political or trade union opinions); candidates are therefore requested not to provide such data, unless deemed necessary for optimal evaluation of the position selection procedure.
The processing of personal data is aimed solely at the completion of the selection procedure and will take place in a way and within the limits necessary to pursue the aforementioned purpose.
The legal basis for this treatment is represented by art. 6.1.e) of the Regulations ("execution of a task of public interest or connected to the exercise of public powers").
The processing of personal data is based on the principles of correctness, lawfulness and transparency and the protection of the privacy and rights of the data subject, as well as the additional principles established by art. 5 of the Regulations.

4) DATA PROCESSING MODALITIES
The processing of personal data will be carried out by authorized parties (in compliance with the provisions of Article 29 of the Regulation), with the use of computerized procedures, adopting appropriate technical and organizational measures to protect them from unauthorized or illegal access, destruction, loss of integrity and confidentiality, even if accidental in nature.

5) STORAGE TIME
The data will be stored in accordance with the Regulations on the storage of administrative documentation.

6) RECIPIENTS AND CATEGORIES OF RECIPIENTS OF PERSONAL DATA
For the purposes set out above, in addition to specifically authorized employees and collaborators of the University, personal data may also be processed by individuals who execute outsourced activities on behalf of the Data Controller, in their capacity as External Data Processors.
The same data might be communicated to the public administrations directly interested in the legal-economic situation of the candidate hired.
There are no further communications to third parties except to persons to whom the data must be transmitted in fulfillment of legal obligations or, on request, to judicial and supervisory authorities.

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7) DATA PROVISION

The provision of such data is necessary to evaluate the requirements for participation and to verify academic qualifications. The failure to indicate these data might preclude this assessment, with a consequent exclusion from the procedure.

8) USER RIGHTS AND HOW TO EXERCISE THEM

As an interested party, you have the right to obtain from the University, in the cases provided for by the Regulations, access to personal data, rectification, integration, their cancellation or processing limitation or to object to the data processing itself (articles 15 and following of the Regulations). The request can be submitted, without any particular formal procedures, by contacting the Data Protection Officer directly at dpo@unive.it or by sending a communication to the following address: Ca 'Foscari University Venice - Data Protection Officer, Dorsoduro 3246, 30123 Venice. Alternatively, you can contact the Data Controller, by writing a PEC (certified email) to protocollo@pec.unive.it.

Interested parties, who believe that the processing of their personal data is in violation of the provisions of the Regulations, also have the right to file a complaint to the Data Protection Guarantor, as provided for by art. 77 of the Regulations itself, or to take appropriate legal action (Article 79 of the Regulations).