

*Teaching/Research in Business, Economics and Finance at LUISS- Guido Carli
University in Rome*

Award # 8228

Grant Category: Teaching or Teaching/Research

- ▶ **Number of Awards:** One grant
- ▶ **Discipline and specialization:** Only applications in the following disciplines will be considered: **Marketing**
Specializations: **Relationships between marketing and social corporate responsibility.**
- ▶ **Grant period and activity:** September 2018

The scholar will teach one course at the graduate level - i.e. 50-60 hours (four to six hours per week). The main style of teaching will be based on workshops, classes, labs or business-case discussions. The class will be made up of about 60 students.

The scholar may also be required to hand in a final evaluation of students (based on a written test, paper or final interview and class discussion) at the end of the course.

Classes are usually held on three days, with the rest of the week free for individual research and other activities.

The course will be decided depending on the specialization of the scholar. The scholar is required to draft the syllabus by the end of December 2017.

Other activities:
The university heartily recommends the development of joint research activities and collaboration with Luiss Guido Carli University in Rome (LUISS) professors.

The scholar will be able to conduct research with LUISS professors in the field of marketing and corporate social responsibility, and participate in or lead seminars or Ph.D. lectures at LUISS University and other universities or institutions linked to LUISS University.

During the grant, the scholar may also be invited to take part in academic meetings, conferences, seminars and other program-related activities organized by the University.

Academics

Academics wishing to pursue collaborative research projects and/or establish partnerships with their universities are welcome.

During the Fulbright grant, the scholar may be also invited to take part in academic meetings, conferences, seminars and other program-related activities organized by Italian or European universities, under the **Fulbright Inter-Country Program** <http://www.fulbright.it/fulbright-intercountry/>
- ▶ **Qualifications:** Open to academics only. Applicants must have a Ph.D. degree. The award is open to Associate professors of Marketing, with at least five years of academic experience after the Ph.D.

Candidates with a strong research track record focused on Marketing and Corporate Social Responsibility are preferred. Major topics of interest are: Brand and corporate reputation management, corporate political activism, corporate social responsibility, internal marketing, marketing strategy, consumer behavior, stakeholder engagement.
- ▶ **Language:** Teaching is in English; additional language proficiency not required. No

interpreters will be provided. Italian language proficiency sufficient to complete the research project is required.

- ▶ **Letter of Invitation and project proposal:** Letter of invitation should not be requested. Applicants should submit a detailed project proposal in the Fulbright US Scholar application.
 - ▶ **Award benefits:** € 22,100 for 4 months. This sum includes a maintenance allowance of € 21,000 and a travel allowance of € 1.100. The grantee will be covered by Health and Accident Insurance for the whole grant period, provided to participants in the Fulbright cultural exchange Program by the *United States Department of State*.

All the resources and facilities accessible to Luiss professors will be accessible to the visiting US scholar:
library facilities, access to computer network and other IT resources, access to university canteen.

An Office space (a room with two desks and two computers) and the other facilities will be shared with other Luiss Professors. Access to photocopying machine, computer network, on-campus wifi connection, email and address will be available.

Housing is not offered by the university.
Assistance in finding a suitable accommodation will be provided.

The University will provide Italian classes according to the availability in the year of reference.

LUISS has stipulated a variety of agreements with cultural associations, insurance companies, hotels and restaurants, sporting centers, pharmacies and different types of stores; the complete list of the signed conventions and the applicable prices can be requested at diritto.studio@luiss.it.
 - ▶ **How to apply:** Fulbright Scholar Awards to Italy are assigned through an annual competition administered at the national level in the US by the *Council for International Exchange of Scholars* - CIES in Washington DC, in collaboration with the Fulbright Commission in Italy. Potential candidates can apply online through CIES (www.cies.org). Information on the Fulbright US Scholar Program, catalogue of awards, eligibility requirements, tips, guidelines and resources for applying, review criteria, selection and competition timeline is available on CIES website at www.cies.org/us_scholars.
 - ▶ **Application Deadline:** August 1, 2016
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Host Institution: LUISS Guido Carli

Host faculty
Web address

Department of Business & Management
<http://impresaemangement.luiss/en/research>

Helpful links:

www.luiss.it



LUISS Guido Carli –
Department of Economics and Finance
<http://ricerca.economiaefinanza.luiss.it/en>
<http://www.luiss.edu/>

Founded in 1966 LUISS Guido Carli is a private Italian university strongly committed to the development, transfer, and dissemination of knowledge, by conducting research activities and educating talented individuals. Recognized for academic excellence, LUISS comprises four Departments – Economics and Finance, Business and Management, Political Science and Law and three schools – LUISS Business School, LUISS School of Government, and LUISS School of European Political Economy. Through its affiliation with Confindustria, the Confederation of Italian Industry, LUISS holds a privileged position in the working environment: over 200 public, private, and multinational corporations cooperate with LUISS to provide students with solid career opportunities. These strong corporate links offer reciprocal, unique research opportunities for LUISS researchers and business practitioners. LUISS holds partnerships for training as well as research purposes with universities around the globe.

The Department of Economics and Finance of LUISS coordinates research activities across the areas of European and international economics, labor and economic growth, experimental economics, monetary and financial markets. Faculty is actively engaged in both theoretical and applied research in collaboration with academics from national and international universities as well as public and private organizations. The aim is to develop new theoretical and empirical knowledge, approaches and methods to contribute to the academic database as well as provide a long-lasting impact on the real world.

Rome is considered a real open air museum and for this reason deserves to be visited in all its parts. Rome is a vibrant city reflecting to the glory of its past in every single detail. Even if the city is enormous, its historic center is small and can be easily visited on foot. Apart from the main and most renowned places, Rome has to be lived in its splendid quarters such as Testaccio, Trastevere, to enjoy the warmth of the people and the soul of the Eternal City.

Useful links:

<http://www.rome.info/sights/>
<http://www.touropia.com/tourist-attractions-in-rome/>
<http://www.aviewoncities.com/rome/romeattractions.htm>

LUISS – Libera Università Internazionale degli Studi Sociali Guido Carli, or the Guido Carli Free International University for Social Studies – is an independent university. It was created out of a pre-existing Roman institution, Pro Deo, between 1974 and 1978.

LUISS offers an innovative educational approach at its four Departments: Economics and Finance, Business and Management, Law, and Political Science. Its goal is not simply to convey knowledge but to “instill flexibility” in young people, giving them a sense of mastery over their future.

Hallmarks of the LUISS approach

Teaching

Set numbers

Admissions entrance test

Obligatory full-time attendance

A distinguished teaching staff from the academic world, with a high-level of professional experience

Intensive study of foreign languages and IT

A rich and specialized library with a catalogue that can be consulted on the University's web site

An extensive network of international exchange programs with 165 universities, both within and outside of Europe.

LUISS also offers its students the opportunity in participating in several Double Degree Programs and structured partnerships.

Orientation for high school students.

A tutorial Program (Student Biography) to design a tailor-made pack according to students aspiration and specific needs of the highly competitive job market.

Seminars, debates and exchanges on important topics that integrate the material taught during the academic year.

Links with businesses.

What distinguishes LUISS is its privileged relationship with the business world.

Over 200 companies, multinationals, and public and private institutions collaborate with the University, offering its degree candidates and new graduates their first real opportunities to step foot in the business world.

The LUISS Career Services provides students with multiple opportunities to meet people in the business world and learn with them. This orientation and educational service facilitates the placement of degree candidates and new graduates in the business world with internships and training at companies and at public and private institutions. It also sets up recurring meetings and presentations with major multinationals, investment banks, and public and private organizations and institutions.

For information about the grant, please contact Fulbright Commission staff:

Commissione per gli Scambi Culturali fra l'Italia e gli Stati Uniti

The US - Italy Fulbright Commission

Via Castelfidardo 8 - 00185 Rome Italy

www.fulbright.it

Barbara Pizzella, Senior Program Officer

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Resources on the Italian university system and research:

- ❖ MIUR - Ministry of Education, Universities and Research - www.istruzione.it

Italian Government - Ministry of Education, Universities and Research

- ❖ CRUI - Conference of Italian University Rectors - www.crui.it

National Conference of Italian state and private universities

- ❖ ENIC-NARIC network - www.enic-naric.net/index.aspx?c=Italy

Italy Country page on the ENIC-NARIC network of European Information Centers on academic recognition and mobility

❖ Ricerca Italiana - www.ricercaitaliana.it
National portal on the world of Italian Research

❖ ICCU - www.iccu.sbn.it
National Institute for the Italian Library Catalogue

Travelling to Italy

❖ ITALIA - www.italia.it
Discover Italy - info, ideas and resources for the travel to Italy

❖ CULTURA ITALIA, Un patrimonio da esplorare - www.culturaitalia.it
Italian Ministry of Cultural Heritage and Activities - Cultural paths and resources from the world of Italian culture