

RESEARCH FELLOW

DEPARTMENT/UNIT	Department of Marketing
FACULTY/DIVISION	Faculty of Business & Economics
CLASSIFICATION	Level A
DESIGNATED CAMPUS OR LOCATION	Clayton campus

ORGANISATIONAL CONTEXT

At [Monash](#), work feels different. There's a sense of belonging, from contributing to something ground-breaking – a place where great things happen. You know you're part of something special and purposeful because, like Monash, your ambitions drive you to make change.

We have a clear purpose to deliver ground-breaking intensive research; a world-class education; a global ecosystem of enterprise – and we activate these to address some of the [challenges](#) of the age, Climate Change, Thriving Communities and Geopolitical Security.

We welcome and value difference and [diversity](#). When you come to work, you can be yourself, be a change-maker and develop your career in exciting ways with curious, energetic, inspiring and committed people and teams driven to make an impact – just like you.

Together with our [commitment to academic freedom](#), you will have access to quality research facilities, infrastructure, world class teaching spaces, and international collaboration opportunities.

We champion an [inclusive workplace culture](#) for our staff regardless of ethnicity or cultural background. We have also worked to improve [gender equality](#) for more than 30 years. Join the pursuit of our purpose to build a better future for ourselves and our communities – [#Changelt](#) with us.

The **Department of Marketing** is one of the largest providers of tertiary level marketing education in Australia. From a teaching perspective, we offer undergraduate and postgraduate programs in a range of marketing disciplines across all campuses and using various teaching modes. The Department also has a strong research profile and a vibrant research culture. We are a leader in marketing education and research in the southern hemisphere and are committed to maintaining this pre-eminent position in a rapidly changing educational environment by continuing to deliver teaching and research at the cutting edge of marketing technology and practice. For more

information about our Department and the work we do, please visit our website:
www.monash.edu/business/marketing.

POSITION PURPOSE

A Level A research-only academic is expected to contribute towards the research effort of the University and to develop their research expertise through the pursuit of defined projects relevant to the particular field of research.

The project involves using machine/deep learning and natural language processing to develop a combination of topic and transformer models to automatically summarize the sentiments (e.g. Trust) towards marketing relevant aspects (e.g. Service) as they are mentioned in the natural language text of online customer reviews. It also involves overseeing a large pre-coding exercise of various customer review databases. The post-doctoral fellow will be responsible for the development and implementation of the methodology, the creation of an easy-to-use web application, along with its empirical application, under the guidance of the expert supervisory team.

Reporting Line: The position reports to the Professor of Marketing

Supervisory Responsibilities: Not applicable

Financial Delegation: Not applicable

Budgetary Responsibilities: Not applicable

KEY RESPONSIBILITIES

Specific duties required of a Level A research-only academic may include:

1. The conduct of research under limited supervision either as a member of a team or, where appropriate, independently and the production or contribution to the production of conference and seminar papers and publications from that research
2. Involvement in professional activities including, subject to availability of funds, attendance at conferences and seminars in the field of expertise
3. Limited administrative functions primarily connected with the area of research of the academic
4. Development of a limited amount of research-related material for teaching or other purposes with appropriate guidance from other staff
5. Occasional contributions to teaching in relation to their research project(s)
6. Develop and conduct advanced research procedures in the areas of machine/deep learning and natural language processing
7. Attendance at meetings associated with research or the work of the organisational unit to which the research is connected and/or at departmental, school and/or faculty meetings and/or membership of a limited number of committees
8. Advice within the field of the staff member's research to postgraduate students
9. Other duties as directed from time to time

KEY SELECTION CRITERIA

Education/Qualifications

The appointee will have:

- A PhD (or near completion) in data science, mathematics or econometrics, with experience in applied algorithm development and advanced programming skills.

Knowledge and Skills

1. Demonstrated analytical and manuscript preparation skills; including a track record of refereed research publications
2. Ability to solve complex problems by using discretion, innovation and the exercise diagnostic skills and/or expertise
3. Well-developed planning and organisational skills, with the ability to prioritise multiple tasks and set and meet deadlines
4. Excellent written communication and verbal communication skills with proven ability to produce clear, succinct reports and documents
5. A demonstrated awareness of the principles of confidentiality, privacy and information handling
6. A demonstrated capacity to work in a collegiate manner with other staff in the workplace
7. Demonstrated computer literacy and proficiency in the production of high level work using software such as Microsoft Office applications and specified university software programs, with the capability and willingness to learn new packages as appropriate
8. Previous experience in any existing project applications using machine/deep learning and natural language processing in a business or marketing domain
9. Strong experience in in C/C++, Python, Java, MATLAB, R, or another scientific programming language. To create the web application, some skill in web development or interactive dashboard programming is required

OTHER JOB RELATED INFORMATION

- Travel to other campuses of the University may be required
- There may be a requirement to work additional hours from time to time
- There may be peak periods of work during which taking of leave may be restricted
- A current satisfactory Working With Children Check is required

GOVERNANCE

Monash University expects staff to appropriately balance risk and reward in a manner that is sustainable to its long-term future, contribute to a culture of honesty and integrity, and provide an environment that is safe, secure and inclusive. Ensure you are aware of and adhere to University policies relevant to the duties undertaken and the values of the University. This is a standard which the University sees as the benchmark for all of its activities in Australia and internationally.