BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE PILANI, PILANI CAMPUS

SPONSORED RESEARCH AND CONSULTANCY DIVISION

CALL FOR RESEARCH STAFF POSITION (JRF) IN CommerceIQ (rBoomerang Retail Commerce Technologies India Private Limited) **Sponsored Project**

Date: 10-01-2022

About: Applications are invited from interested and motivated candidates for the post of Junior Research Fellow (JRF) in a time bound research project for a temporary period purely on contractual basis as per the following details:

Position:	Junior Research Fellow (JRF)
Number of Vacancy:	**01**
Project Title:	Designing Optimal and Targeted Advertisement Campaign Strategy for Online E-Commerce Platforms using AI and Machine Learning
Principal Investigator:	**Dr. Yashvardhan Sharma**
Project Tenure:	3 years

Job Description:	JRF will carry out the research work in the area of Artificial Intelligence and Machine Learning

He/she will also characterize the different online advertisement factors that influence the online purchase intentions of consumers. Additionally, he/she will examine the machine learning techniques to understand the effects like trend, seasonality, product rating, and shopper behavior of a given product on its online demand.

He/she will also compare the results with existing models and will propose new models based on findings. He/she will also write the research papers in indexed journals, conferences and patents. |
Essential Qualification:	B.E/B.Tech/M.E/M.Tech in Computer Science (with dissertation/thesis) or equivalent degree with at least 60% marks from a recognized University or equivalent + GATE/NET/GPAT qualified. The candidate is expected to have foundational understanding of machine learning and natural language processing. The GATE qualified candidates will be given preference; however, it is not mandatory. Prior research (M.Tech thesis/project) experience and having publications in reputed peer reviewed journals/conferences will give additional advantage. You should be proficient in programming languages like C or Python and other Data Analytics Tools.
Fellowship:	Re 31,000/-(initially first two years) + Re 35,000 (subject to the favorable assessment of the candidate as per the rules).
Registration for PhD.:	Selected candidates will be given the opportunity for a full time PhD program at BITS, Pilani as per the institute norms.

How to Apply:

Fill the following google form to apply and upload your CV within the form itself by **20th January, 2022 (5PM).**

https://forms.gle/QwLKqNJGecKqfqWg7

Shortlisted candidates will be informed for the interview. Mere possession of minimum qualification does not guarantee an invitation to the interview. Candidates will be shortlisted based on their merit and as per the requirement of the project. After the preliminary review of the applications, the shortlisted candidates will be notified to appear for an online interview. The tentative date of interview is **January 22, 2022.**

Application Deadline: 20th January 2022 (5PM)

Contact Email: yash@pilani.bits-pilani.ac.in