



**Birla Institute of Technology & Science, Pilani**  
K K Birla Goa Campus

### **Industry Sponsored Project Associate Position**

Applications are invited from highly motivated researchers for a Project associate position available in the Cognitive Neuroscience Lab led by Prof. Veeky Baths for an Industry sponsored research project, titled “**Cognitive Neuroscience techniques and Multi-modal Scheme to Understand Consumer Behaviour**” for a maximum period of three years or till the project continues.

**Essential Qualification:** M.E/ MTech/M.Sc in Computer Sc/Data Science/ Cognitive Science/ IT with first division OR B.E/B.Tech in Computer Science/Data Science/ Cognitive Science/ IT Candidates with expertise in EEG/ERP/Eye tracking data analysis/Computational Psycholinguistics/Sentiment analysis and Natural Language Processing.Experience in machine learning algorithms and libraries. Knowledge to use python packages

The position holder will be required to perform the following tasks:

- Carrying out research in the predefined areas and combine the latest Neuro-scientific tools (EEG and eye-tracking) with traditional marketing methods to help brands understand their consumers’ emotions, attention, memory and decision making
- Develop a multi-modal scheme by fusing sentiment analysis, EEG and Eye tracking
- Disseminating results through scientific publications
- Collaborating with industrial partners

Interested applicants can send their applications containing a cover letter along with a detailed CV to Prof. Veeky Baths ([veeky@goa.bits-pilani.ac.in](mailto:veeky@goa.bits-pilani.ac.in)) latest **by 11th<sup>th</sup> May 2024**

**Emolument:** Rs. 25,000 per month

