

Postdoc Position (Marketplaces and the Internationalization of SMEs)

Company:

Universidade Estadual de Campinas (Unicamp)

Location:

Brazil / Sao Paulo

Discipline:

Marketplaces and the internationalization of small and medium-sized enterprises (SMEs)

Employment Type:

24 months

Posted:

2024-04-11

Contact Person:

If you wish to apply for this position, please specify that you saw it on AKADEUS.

Postdoc Position

Duration: 24 months

Where: School of Applied Sciences (FCA), Universidade Estadual de Campinas (Unicamp). FCA is an interdisciplinary school located in Limeira city, Sao Paulo, Brazil.

Funding from: FAPESP (São Paulo Research Foundation, <https://fapesp.br/>) Monthly scholarship: R\$ 9.047,40 (Brazilian Reais)

Additional financial support for: travel and installation (reimbursement). Additional 10% of monthly scholarship to coverage for present paper in conferences.

The FAPESP Postdoctoral Fellowship aims to create conditions for the temporary incorporation into active research groups in the state of São Paulo of very promising scientists, who have obtained their doctorate degree less than 7 (seven) years ago, in the country or abroad, with outstanding performance, to contribute to the development of research in an institution located in the state of São Paulo.

Essential Duties

- Present research at lab meetings, departmental seminars, and conferences
- Write and publish results as co-author in abstracts, posters, and manuscripts
- Comply to FAPESP rules for Postdoctoral Fellowship
- Work with Dr. Morini and the research group to develop the research

Qualifications

Minimum requirements:

- Ph.D. by the time of appointment
- Excellent written communication skills

- Demonstrated ability to successfully complete projects independently
- All applicants should have peer-reviewed publications in internationally recognized journals.

Time Type Full time

Applications should be submitted by email to Prof Cristiano Morini: cmorini@unicamp.br

Application closes at: 15 May 2024, 8 am, GMT -3 (Brasilia city time)

What is required to submit by email (in one only pdf file)?

1. Curriculum vitae not more than 4 pages (please follow the model for “Súmula Curricular” FAPESP). In this document, must be included: ORCID link, link of author profiles (Scopus and Web of Science), curriculum lattes link (only for Brazilians). Please find here the instructions for “súmula curricular”:
<https://fapesp.br/6351/instructions-for-the-elaboration-of-a-curricular-summary>
2. Please acknowledge other relevant information (awards, research period internship abroad, grants, research groups etc).

NOTE: The candidate’s curriculum should detail their contributions to the success of the published articles, the social impact of the research (if applicable), and their proficiency skills in qualitative and quantitative methods (specify the methods you are familiar with or can effectively manage).

Why should a candidate be excited about doing a postdoc in our group? The grant originates from the **Sao Paulo Research Foundation (FAPESP)**, which supports a **Public Policy Research Project** (PPPP, acronym in Portuguese) **call**. Despite this, **Unicamp** stands as a prominent public university in Brazil, boasting a well-equipped **Laboratory of Entrepreneurship, Innovation, and Foreign Trade** (LEICI, acronym in Portuguese). The selected candidate will have the opportunity to engage with students from diverse backgrounds and nationalities.

How will be the position finalized? Candidates whose profiles align with the call will receive invitations to participate in an appointment. Following this, the chosen candidate will be forwarded to **FAPESP**. The **FAPESP** committee will then take the necessary time to review the process and approve the recommended candidate.

Project: **Marketplaces and the internationalization of small and medium-sized enterprises (SMEs)**

Despite resource constraints, smaller enterprises (SEs) are increasingly participating in international markets and becoming part of the global economy. E-commerce marketplace platforms are propelling this internationalization of SEs by alleviating SEs' resource constraints. However, there is a paucity of research in the nascent area of platform-based internationalization of SEs. This research aims to investigate the challenges, associated risks (various kinds) and opportunities for the internationalization of Brazilian companies on these platforms. To this end, mixed methods will be used, analyzing databases, and conducting in-depth interviews to understand the dynamics and propose technical solutions to promote the improvement of the performance of the actors. The research can contribute to improving the performance of companies that have explored virtual internationalization, as well as government actors involved in the regulation and logistical operations that make these transactions possible.

Research question

What are the challenges, associated risks (various kinds) and opportunities for the internationalization of small and medium-sized Brazilian companies via *marketplaces*?

Objectives

- To analyze how *marketplaces* can support SMEs in internationalizing their businesses;
- To analyze the practices of other customs in terms of cooperation with different *marketplaces*;
- To identify the factors that attract SMEs to the platform business model.

Methods

Will be discussed based on the data collected and databases used.

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