

**Applicant profile:**

We are looking for a highly dynamic, creative and motivated individual coming from a scientific background of one of the following fields: computer science, mathematics, economy, cognitive science, neuroscience, engineering, physics. Proven experience with scripting programming languages (such as Python etc.) and machine learning techniques (such as neural network, reinforcement learning etc.) is a must. Very good oral and written skills in either English or French (and preferably both) are also required.

**PhD thesis provisional title:**

**An Artificial Intelligence Model for Teaching Soft Skills in Digital Environments**

**Work environment:**

The CIFFRE funding we will jointly apply for will provide a three year fixed duration contract paying around 1600 euros net monthly. You will be spending the three years in Montpellier, a medium-sized city in the South of France, on the Mediterranean Sea. Montpellier enjoys great weather and very good infrastructure for travel within France and Europe (approx. 2h by train to Barcelona, 3 hours to Paris and 5 hours to Brussels). Your time will be equally divided between the Oreegami digital marketing school and the LIRMM research laboratory.

**Supervisors' background:**

You will be supervised by a team of three investigators with highly diverse backgrounds. Yann Gabay, CEO and founder of Oreegami who comes from a mathematics, marketing and management background. Ganesh Gowrishankar, senior research director at LIRMM, who comes from a robotics and neuroscience background. Madalina Croitoru, professor at the University of Montpellier who comes from a cognitive science background.

**Scientific context and description of work:**

This thesis explores the emerging trend of integrating artificial intelligence into educational technologies, underscoring its capacity to customize learning experiences and dynamically evaluate skill development. Our research situates itself within the realm of essential soft skills—such as communication, creativity, and teamwork—specifically in the digital marketing sector. These skills are indispensable for managing effective campaigns and maintaining robust client relationships in a rapidly evolving marketplace.

The primary goal of our study is to design an AI model that not only supports learners throughout their educational journey but also effectively teaches and assesses both hard and soft skills within digital domains like Digital Marketing, Project Management, and Data Management. To achieve this, we will implement a mixed-methods approach. This strategy combines qualitative insights from digital marketing experts with quantitative evaluations based on AI performance metrics. Through this holistic approach, we aim to develop and continually enhance a teaching model that is as innovative as it is effective.

**Application modalities:**

If you are interested please send, by the latest **1st of July 2024**, an email to [croitoru@lirmm.fr](mailto:croitoru@lirmm.fr) with a motivation letter answering the following question: "Which academic achievement are you most proud of and why?". Please include factual proof of the achievement you mention in your letter (i.e. grades transcript, diploma, photo, paper reference etc. etc.).