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AD NOVA IMS AND JERÓNIMO MARTINS GROUP SIGN A STRATEGIC PROTOCOL

By Hipersuper on November 16, 2022 at 12:38 pm



The Association for the Development of the NOVA Information Management School (AD NOVA IMS), of the NOVA University of Lisbon, and the Jerónimo Martins Group signed a strategic protocol that aims to bring the academic and business reality closer together, through the sharing of knowledge and the creation of innovative solutions .

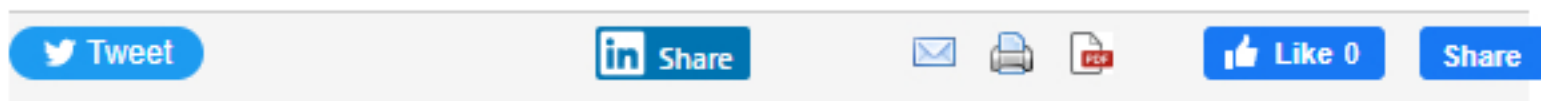
The growing need and relevance of the Data Science area in the labor market, combined with the need to bring it closer to the academic environment, led to an agreement that formalizes the Jerónimo Martins Group with the status of associate of AD NOVA IMS.

In addition to creating career opportunities in the area of information management and data science in the retail area for NOVA IMS students, the protocol also provides for cooperation in the design of innovative programs for the retail area in the areas of competence of the NOVA IMS, such as Marketing Intelligence, Business Intelligence, Data Science, among others.

“At NOVA IMS, we consider partnerships between universities and companies to be vital, not only as a driver of innovation and knowledge transfer, but also as a fundamental instrument to ensure alignment between job supply and demand. We believe that by promoting this type of protocol with companies that are at the forefront of using the most recent technological developments in the area of data science and artificial intelligence, aligned with the specialized skills of our students, we can take the excellence we characterizes the work developed by IMS, intended both in companies and in the academic and research environment. This idea is reinforced by the possibility for the school itself to integrate business logic into its curriculum,

“For the Jerónimo Martins Group, proximity to the academic environment is fundamental and it is with this positioning that we formalize this partnership with NOVA IMS. We are now starting to work as a team that allows us, on the one hand, to contribute with our know-how and expertise to an academic experience closer to the business world, and, on the other hand, to expose the best talents in the areas of Data Science and Information to the world of food retail” says Joana Loureiro, Head Talent Acquisition & Employer Branding of the Jerónimo Martins Group.

It should be noted that within the scope of this new partnership, the Jerónimo Martins Group is invited to participate in the initiatives of NOVA IMS/AD NOVA IMS and intervene in the design of the training action of NOVA IMS, in order to contribute to the business needs of the sector through training of professionals of excellence. AD NOVA IMS will also work together with the Jerónimo Martins Group in terms of initiatives and research projects to be developed within the scope of distribution and retail.



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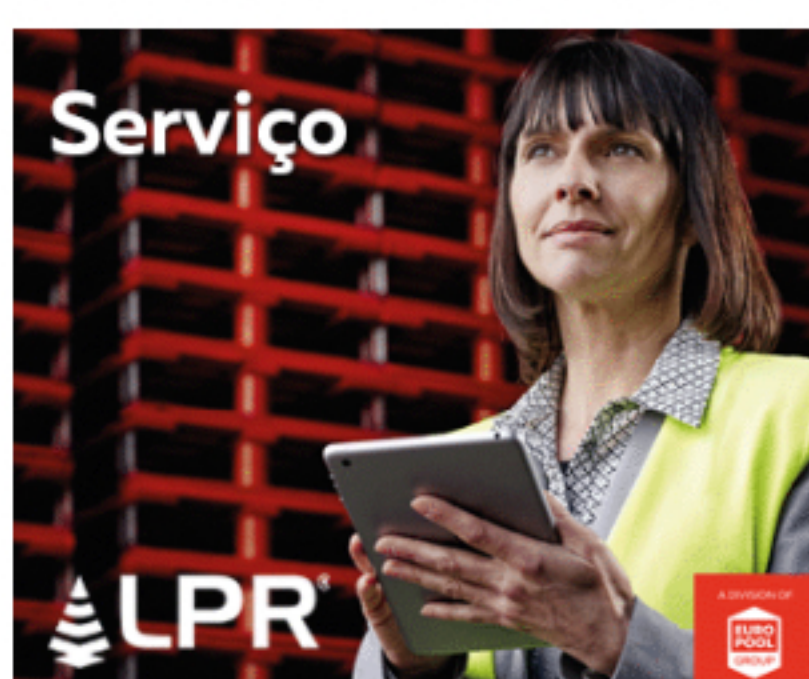
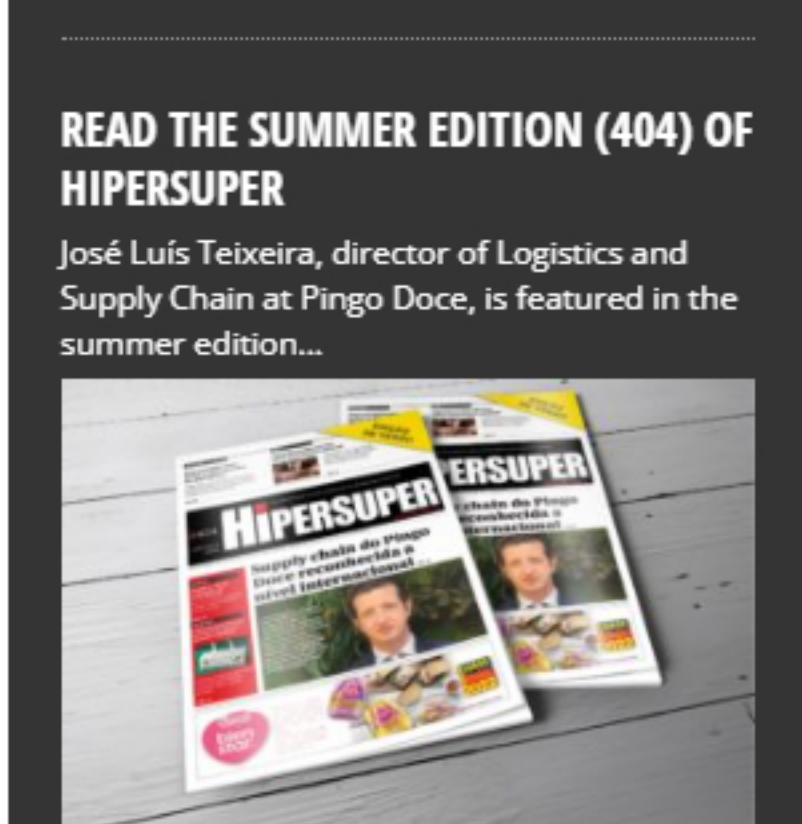
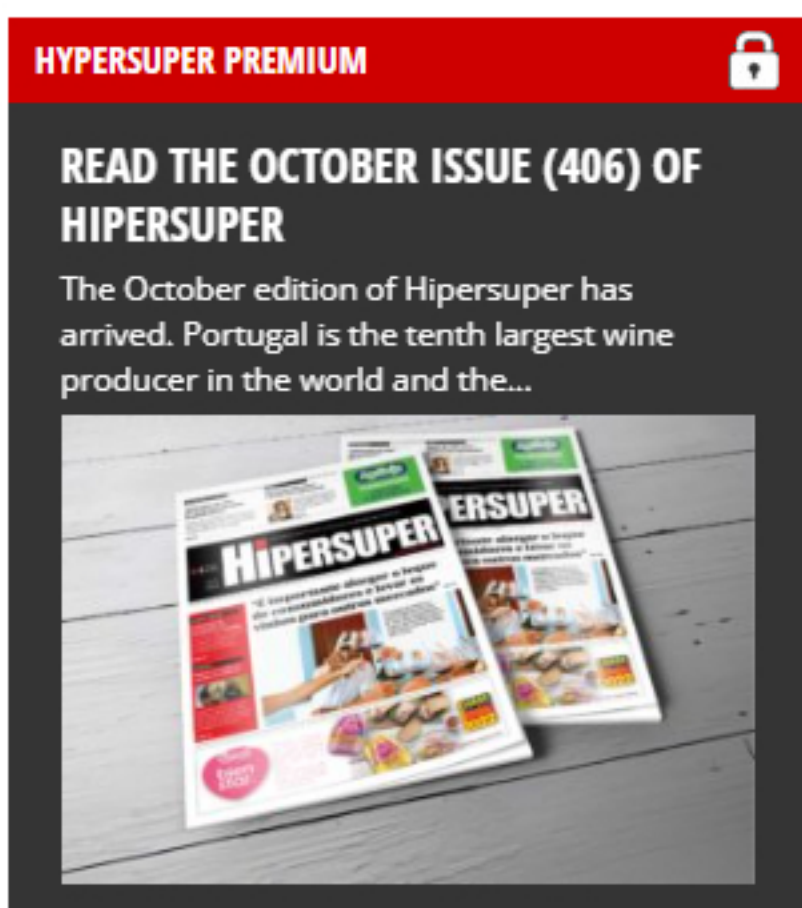
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