Industry Sponsored PhD Position

Applications are invited from highly motivated researchers for a PhD 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. 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

Desirable Qualification: Candidates with expertise in Brain Computer Interface / AI, machine learning, deep learning, data analytics, Natural Language processing and be familiar with the principles of Transformers based models (e.g, BERT) Pre-Training. 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 latest **by 31st   March 2022**

Emolument: Rs. 31,000 per month