



PhD in INGEGNERIA GESTIONALE / MANAGEMENT ENGINEERING - 37th cycle

**THEMATIC Research Field: EXPERIMENTATION FOR DIGITAL TRANSFORMATION: A
BUSINESS MODEL PERSPECTIVE**

Monthly net income of PhDscholarship (max 36 months)

€ 1400.0

In case of a change of the welfare rates during the three-year period, the amount could be modified.

Context of the research activity

**Motivation and objectives of the research
in this field**

Confronting with a pervasive phenomenon of Digital Transformation affecting multiple industries, an emerging stream of literature has focused on the extensive use of experimentation by firms to overcome the hurdles of innovating strategies and carrying out entrepreneurial endeavors under uncertain conditions. While experimentation in both startups and incumbent firms is growingly operationalized and performed through a set of methods, such as the Lean Startup Approaches, the unit of analysis experimentation methods commonly revolve around is the business model, defined as the firm's or startup's architecture of value - i.e., the way firms create, deliver and capture value. As the business model becomes the object of experimentation, to either generate born-digital business models or trigger a digitally-enabled business model innovation, questions arise concerning the interplay of different business model processes and dynamics in the design, innovation and validation stages. Tackling such questions within the emerging, uncertain and growingly relevant context of Digital Transformation will hold insightful contributions for both research and practice in Strategy and Entrepreneurship. The Candidate is required to address these questions and attempt filling its related gaps by investigating the role of the business model within the experimentation process to embark in Digital Transformation.

Methods and techniques that will be



developed and used to carry out the research	The research process will employ both qualitative and quantitative methodologies for gathering and analyzing data (e.g. multiple case studies, structured interviews, surveys, statistical analyses).
Educational objectives	<p>The educational objectives concern:</p> <ul style="list-style-type: none"> • Developing strong methodological, analytical and critical skills • Building a substantial background in the strategy, entrepreneurship and digital transformation research fields • Contributing to the international research debate by publishing the research's outcomes in scientific journals, international conference proceedings and books or book chapters • Producing applied research reports and articles in practitioner-oriented outlets to reach the entrepreneurial and managerial communities • Developing good command of different quantitative and qualitative research methodologies
Job opportunities	Private and public companies and institutions, in industries that require strong methodological and analytical skills and critical judgement, as well as academic research groups dealing with the fields of Strategic Management, Entrepreneurship and Digital Transformation, and business strategy consulting companies.
Composition of the research group	1 Full Professors 2 Associated Professors 0 Assistant Professors 4 PhD Students
Name of the research directors	Antonio Ghezzi

Contacts	
Antonio Ghezzi (022399)9553, antonio1.ghezzi@polimi.it	



Additional support - Financial aid per PhD student per year (gross amount)	
Housing - Foreign Students	--
Housing - Out-of-town residents (more than 80Km out of Milano)	--

Scholarship Increase for a period abroad	
Amount monthly	566.36 €
By number of months	6

Additional information: educational activity, teaching assistantship, computer availability, desk availability, any other information
<p>The selected Candidate will be offered the opportunity attend PhD courses as well as to develop teaching capabilities through the involvement as a teaching assistant in courses chaired by the Professors affiliated to the research group, also according to her/his attitude and interests. The selected Candidate will have desk availability; the opportunity for smart working will also be offered upon agreement with the research directors.</p> <p><i>Funding for educational activities: 1st year: 1200 euros per student, 2nd year: 1200 euros per student, 3rd year: 1200 euros per student.</i></p> <p><i>Teaching assistantship: There are various forms of financial aid for activities of support to the teaching practice. The PhD student is encouraged to take part in these activities, within the limits allowed by the regulations.</i></p> <p><i>Desk availability: shared use</i></p> <p><i>Computer availability: individual use</i></p>