



PhD in INGEGNERIA GESTIONALE / MANAGEMENT ENGINEERING - 38th cycle

**PNRR_352 Research Field: IMAGINING MEANINGFUL FUTURES TO FACE GRAND
CHALLENGES**

Monthly net income of PhDscholarship (max 36 months)

€ 1450.0

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**

Scholars and practitioners acknowledge the central role of design as a driver of innovation and change. In a way, the importance of design as a source of value creation had been scrutinized for decades. What has driven the steep growth of attention to design in the latest years in the business community is a change of perspective: design is not only an aesthetic driver of innovation but as a whole innovation management practice, a new set of processes, mindsets, capabilities, and organizational settings. Design Thinking, in particular, is making the headlines, with an extremely rapid diffusion in the interest and practice of organizations. Far from being connected with the ?form? of products, Design Thinking is accepted as a formal method for creative problem solving, with the intent to face wicked or ill-defined problems and to foster innovation.

On the one hand dramatic transitions that are characterizing these years are questioning the inner nature of how we see problems, what is critical, what makes sense. Grand Challenges such as Global Health, Sustainable Cities, Human Wellbeing, Transformative Technology, cover the spectrum of globally complex challenges framed by the 17 Sustainable Development Goals (SDGs). These challenges are systemic because they involve several stakeholders. On the other hand technological opportunities flows into society with an unprecedented speed. For example the internet is in the midst of transitioning from Web2.0 to Web3.0. The



	<p>Metaverse is seen as an early framework for this ?new internet?. The metaverse is a seamless convergence of our physical and digital lives, creating a unified, virtual community where we can work, play, relax, transact and socialize. But people don?t evolve at the same rate as technologies; humans? capabilities grow, but at a lower rate than technology. The opportunities enabled by the new technologies (e.g. metaverse), their role and potential are still undefined and vague. For these reasons new approaches that rely on the capability to reframe grand challenges and to imagine meaningful futures are needed.</p>
Methods and techniques that will be developed and used to carry out the research	<p>The research project will be developed in A2A (https://www.a2aenergia.eu/) relying on three main research methodologies:</p> <ul style="list-style-type: none"> - Case Study Research, aimed at investigating the effectiveness of Design Thinking practices in imagining meaningful futures; - Ethnographic Research, aimed at observing the impact of Design Thinking practices when applied to imagine meaningful futures in the metaverse era; - Action Research, aimed at experimenting the contribution of Design Thinking practices in imagining meaningful futures in the metaverse era.
Educational objectives	<p>Industrial PhD candidate will develop competences and attitudes aimed at applying Design Thinking practices in dealing with wicked and complex problems:</p> <ul style="list-style-type: none"> - Discover and interpret users? needs; - Adopt a human-centered approach in framing the address problems; - Imagine and craft meaningful futures.
Job opportunities	<ul style="list-style-type: none"> - Design Manager in Design-intensive Companies - Product Manager and Business Developer in Design-intensive Companies
Composition of the research group	2 Full Professors



	0 Associated Professors 4 Assistant Professors 5 PhD Students
Name of the research directors	Claudio Dell'Era, Stefano Magistretti

Contacts
Claudio Dell'Era (claudio.dellera@polimi.it) Stefano Magistretti (stefano.magistretti@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	725.0 €
By number of months	6

National Operational Program for Research and Innovation	
Company where the candidate will attend the stage (name and brief description)	A2A
By number of months at the company	6
Institution or company where the candidate will spend the period abroad (name and brief description)	
By number of months abroad	0

Additional information: educational activity, teaching assistantship, computer availability, desk availability, any other information
<p>Candidates with a background in Management Engineering, Mechanical Engineering, Built Environment Engineering, Supply Chain Management Studies, Architecture. The candidate might be involved as research associate in additional research projects and as teaching assistant in courses in the area of Operations and Supply Chain Management. A desk will be provided in the Department of Management, Economics and Industrial Engineering.</p> <p>Funding for educational activities: 4.900,00 Euros for three years.</p> <p>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.</p> <p>Desk availability: shared use</p> <p>Computer availability: individual use</p>