



PhD in INGEGNERIA GESTIONALE / MANAGEMENT ENGINEERING - 39th cycle

**THEMATIC Research Field: VALUE CREATION AND APPROPRIATION IN PLATFORM
ECOSYSTEMS**

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**

Platform ecosystems are increasingly relevant in both the public and private sectors, as they constitute the emerging market configuration for connecting customers to firms and public bodies. These ecosystems are reshaping the value creation chain, allowing end users to connect directly with service providers. However, the emerging role of the platform sponsor is key in determining the distribution of value among ecosystem participants. To understand how the different configurations of platform ecosystems work, research is needed to: i) discover which strategies and motivations lead to a fair distribution of value; ii) provide insights on which configurations are more conducive to innovation; iii) establish whether regulatory power is necessary to avoid the asymmetrical appropriation of value.

This research aims at framing these questions under proper theoretical lenses and exploiting empirical methods to provide practitioners and policymakers with implications for their activity. Scientific contributions should lie in the fields of digital platforms, innovation ecosystems and innovation management.

**Methods and techniques that will be
developed and used to carry out the
research**

The following methodologies will be applied in the research project:

- Case studies, in order to analyse companies' strategies and identify critical factors for the creation of value;
- Surveys to be distributed to companies;
- Analytical models and quantitative analyses;



	<ul style="list-style-type: none"> - Analytical models and quantitative analyses; - Econometric analyses of primary and secondary sources.
Educational objectives	<p>The main educational objectives of the research project are the following:</p> <ul style="list-style-type: none"> - Developing the capacity to elaborate qualitative and quantitative models to support value creation in platform ecosystem for all involved actors; - Developing the ability to support firms in making decisions around the development and participation in platform ecosystems.
Job opportunities	<p>The opportunities for a PhD graduate in this research area are:</p> <ul style="list-style-type: none"> - Academic career in the fields of digital platforms, innovation ecosystems and innovation management; - Advisory for those companies participating in platform ecosystems; - Career as a civil servant (e.g., a senior-manager within a Public Administration).
Composition of the research group	2 Full Professors 2 Associated Professors 1 Assistant Professors 1 PhD Students
Name of the research directors	Luca Gastaldi and Mariano Corso

Contacts
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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

Additional information: educational activity, teaching assistantship, computer availability, desk availability, any other information
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The candidate will work at the Department of Management, Economics and Industrial Engineering and attend the PhD Courses and all the educational activities of the PhD Program in Management Engineering