



PhD in INGEGNERIA GESTIONALE / MANAGEMENT ENGINEERING - 38th cycle

**THEMATIC Research Field: THE ROLE OF DIGITAL TECHNOLOGIES TO ENHANCE
PERFORMANCE MEASUREMENT SYSTEM IN THE CULTURAL FIELD**

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

Cultural institutions are facing important challenges driven by the opportunities offered by digital technologies. Tools such as mobile app, VR, AR and mixed reality tools until application of metaverse technologies, blockchain and drones can change not only the approach to cultural preservation and cultural offer, but they can also represent a powerful tool to enhance the accountability system of a cultural institutions.

Moving from this recognition, this research project is intended at: exploring the opportunities offered by digital technologies to support the accounting and accountability practices of cultural institutions. Through the research, the following research questions will be addressed: which are the most challenges and developed digital technologies in cultural institutions? Which are the potentialities in terms of data collection and data generation that these technologies offer? How can data generated by these technologies can be used to support accountability practices in cultural organizations?

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

The research will adopt different methodology, which will be fine-tuned in the following months, but include:
Secondary sources analysis in order to map the application of digital technologies in the cultural field
Multiple case study and action research methodology to explore how cultural institutions deal with the data generated by digital technologies
Quantitative approaches in order to analyse and explore



	Quantitative approaches in order to analyse and explore the digital data collected by the digital devices (eventually connected with experiments in the cultural institutions object of analysis)
Educational objectives	<p>This PhD wants to reach the following educational objectives:</p> <ul style="list-style-type: none"> •Provide the candidate with a strong knowledge of the methodological tools to exploit rigorous qualitative research (literature review, case study) and quantitative research (e.g statistical analysis) •Provide the candidate with an analytic mindset •Provide the candidate with a deep knowledge of the strategies of brand management enhanced by digital technologies •Provide the candidate with soft competences, such as: public speaking, collaborative work, networking
Job opportunities	During the PhD, the candidate will have the opportunity to engage directly with cultural institutions, setting the basis for future collaboration.
Composition of the research group	2 Full Professors 1 Associated Professors 1 Assistant Professors 5 PhD Students
Name of the research directors	prof.ssa Deborah Agostino

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

Funding for educational activities: 5.700,00 Euros for three years.

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.

Desk availability: shared use