



PhD in INGEGNERIA GESTIONALE / MANAGEMENT ENGINEERING - 38th cycle

THEMATIC Research Field: DIGITAL TRANSFORMATION CHALLENGES AND OPPORTUNITIES FOR SMES

Monthly net income of PhDscholarship (max 36 months)

€ 1700.0

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

SMEs play a pivotal role in the Italian and European economy. However, some exogenous shocks have been impacting SMEs.

The pandemic emergency from Covid-19, rising inflation and the energy market crisis are some of the factors that jeopardize business continuity and the survival of SMEs. This scenario forces SMEs to reflect on how to meet the challenges in order to foster their growth. Digital transformation offers significant opportunities for SMEs to pursue long-term sustainable growth. However, it also presents some critical issues.

SME should hence establish a structured digitalization journey to redesign value propositions, business processes, and whole business models. This research aims to understand how SMEs are coping with the digital transformation process, considering the recent challenges on the market.

In particular, the research work will be geared toward understanding from a strategic and entrepreneurial perspective how SMEs are transforming their business model and value proposition in light of the opportunities and challenges presented by 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 of SMEs 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, Digital Transformation; business strategy consulting companies; SMEs.
Composition of the research group	1 Full Professors 2 Associated Professors 0 Assistant Professors 3 PhD Students
Name of the research directors	proff. Andrea Rangone e Antonio Ghezzi

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

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.