



PhD in INGEGNERIA GESTIONALE / MANAGEMENT ENGINEERING - 38th cycle

**PNRR_351_DOTT_RICERCA Research Field: BUILDING DIGITALLY-ENABLED AND
PURPOSE-ORIENTED INNOVATION CAPABILITIES IN SMALL AND MEDIUM ENTERPRISES**

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	
<p>Motivation and objectives of the research in this field</p>	<p>The growing adoption of digital technologies, combined with the growing recognition of firms' critical role to address the grand socio-environmental challenges of our time, presents a whole set of new questions about innovation strategy and innovation management processes in business organizations.</p> <p>Digitalization enables companies to reinvent their products and processes and to re-think their relationships with global value chains and innovation ecosystems. It lowers the transaction and coordination costs that shaped the organization structures of the past, opening new possibilities for how innovation is conceived and managed. It is altering the nature of competition, affecting the fundamental way firms innovate and compete in digitally-enabled markets. At the same time, today's global social and environmental challenges are so formidable and complex that they call for a collective effort that cannot be met by nations and governments alone, but largely revolve around the ability of businesses to innovate. Where the limits of traditional approaches to Corporate Social Responsibility are increasingly recognized, both in the public discourse and in management research, firms are called to bring purpose to the core of how they do business in order to create "shared" value for the firm, its stakeholders and society at large.</p> <p>In this context, several scholars have recently argued that embracing a higher purpose can increase the firms' ability</p>



	<p>to innovate and, in particular, to tap into the potential of digital technologies to deliver economic and social value at the same time. This trend is starting to surface in the innovations strategies and practices of large multinational corporations but, however, small and medium enterprises operating in traditional industries face significant struggles in exploiting the digital transformation and build purpose-oriented innovation capabilities. Thus, small and medium enterprises are in special need of new insights that enable them to understand, attenuate, or, better yet, remedy the affronts of grand challenges through the development of digitally-enabled and purpose-driven innovations.</p> <p>This research aims to address this growing debate with a special attention to two research directions: First, studying the motivations and conditions underpinning small and medium firms' ability to develop digitally-enabled and purpose-oriented innovations that create shared value, sustaining their competitive advantage while also helping address today's grand challenges. Second, the research will study the adoption and development of novel ways of strategizing, organizing and managing innovation processes in small and medium enterprises, in order to boost their innovation capacity combining digital technologies and a more active role in addressing social and environmental challenges.</p>
<p>Methods and techniques that will be developed and used to carry out the research</p>	<p>The research will adopt both qualitative and quantitative methodologies, specifically: (1) in-depth single and multi-case studies of small and medium enterprises addressing global challenges in environment-sensitive industries through the use of digital technologies; (2) survey studies of selected populations of companies who engage in digitally-enabled and purpose-oriented innovation and transformation initiatives that aim at creating shared value.</p>
<p>Educational objectives</p>	<p>The research aims at developing an internationally-excellent research profile who will build the following skills:</p> <ul style="list-style-type: none"> • In-depth knowledge of innovation management theory and practice, including principles of open innovation



	<ul style="list-style-type: none"> • Advanced understanding and application of qualitative methodologies and multiple case studies • Advanced understanding of multi-method research <p>Applicable knowledge and skills needed to design innovation strategies and implement them effectively in organizational contexts.</p>
Job opportunities	The research will develop a highly trained researcher and professional who will be competitive in the academic job market as well as appealing to a variety of business organizations, in particular small and medium enterprises and professional consultancy firms.
Composition of the research group	3 Full Professors 1 Associated Professors 1 Assistant Professors 2 PhD Students
Name of the research directors	Frattini F., Chiesa V., Chiaroni D., Kotlar J.

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

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



Additional information: educational activity, teaching assistantship, computer availability, desk availability, any other information

Funding for educational activities: 4.900,00 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 Computer availability: individual use