



PhD in INGEGNERIA GESTIONALE / MANAGEMENT ENGINEERING - 38th cycle

PNRR_352 Research Field: DRIVING BRAND EQUITY IN B2B CONTEXTS

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	<p>The company aims at identifying suited levers to enhance its brand equity towards its customers and at introducing KPIs able to assess such an equity.</p> <p>More specifically the research will define a brand management and marketing strategy, coherent with Simonelli values of sustainability, innovation and valorization of cultural heritage, including its territorial strong bond. The brand building strategy aims at being naturally omnichannel and data and digital-empowered, of course taking into account the B2B nature of the company. So, identifying the most proper digital channels, understanding how they interact with the buying funnel in the case of Simonelli and trying to understand which elements of extant wisdom in B2B marketing may be applied to the case represents a fundamental aspect of the research trajectory.</p> <p>Finally, a particular attention shall be devoted to the relationship between B2B branding levers and commercial strategy in order to uncover potential synergies or conflicts between the dominant competitive approach (customer centricity, product centricity, balanced centricity) and the brand tone of voice, prerogatives, storytelling and channels</p>
Methods and techniques that will be developed and used to carry out the research	<p>The methods that will adopted are:</p> <p>First of all, a literature review, to understand the state of the art in this field. A thorough analysis of extant B2B brand building knowledge will be needed to proper ground the applied research to carry out;</p>



	<p>In depth interviews and qualitative surveys with managers, distributors and customers in order to explore the status quo and to identify levers to further develop the brand</p> <p>Survey research among customers, in order to catch the potential and the outcomes of the opportunities enabled to empower the brand If applicable, experimental research in order to investigate the impact of digital/omnichannel initiatives on the targeted populations</p>
Educational objectives	<p>The candidate will develop competences in:</p> <ul style="list-style-type: none"> - brand management and marketing in B2B context - B2B brand building and development B2B branding actions and their impact on purchase processes and brand image - Quantitative and qualitative marketing research methods
Job opportunities	<ul style="list-style-type: none"> - Marketing management jobs in B2B companies - Brand management jobs in B2B or B2C contexts - Marketing consultancy
Composition of the research group	<p>2 Full Professors 0 Associated Professors 1 Assistant Professors 3 PhD Students</p>
Name of the research directors	Lucio Lamberti, Debora Bettiga

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)	Simonelli Group is a leading company with a strong positioning in the production and commercialization of coffee machines for industrial and Ho.Re.Ca. customers.
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By number of months at the company	6
Institution or company where the candidate will spend the period abroad (name and brief description)	The PhD student will spend a period of at least 6 months abroad to interact with researchers and participate in joint activities potentially foreseen in the project, according to specific needs. Indeed, the project is highly interdisciplinary, and this favors the collaboration with foreign research centers where the candidate can acquire in-depth knowledge on the theme.
By number of months abroad	6

Additional information: educational activity, teaching assistantship, computer availability, desk availability, any other information	
<p><i>Funding for educational activities: 4.900,00 Euros for three years.</i></p> <p><i>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.</i></p> <p><i>Desk availability: shared use Computer availability: individual use</i></p>	