



PhD in INGEGNERIA GESTIONALE / MANAGEMENT ENGINEERING - 39th cycle

**THEMATIC Research Field: IMMERSIVE-BASED TECHNOLOGIES TO INNOVATE SERVICES
IN CULTURAL AND ART ORGANISATIONS**

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**

Culture and arts organizations are currently facing the big challenge of better understanding and exploiting the potentialities and limitations of digital technologies to innovate their cultural offer, with reference to service design, delivery and assessment. Innovations can refer to the creation and promotion of arts, the visit experience at museums and art galleries, a revised participation to libraries, performing arts events and archives. This is connected with the continuous diffusion of novel digital technologies, mainly metaverse based or related technologies, such as Virtual Reality (VR), Augmented Reality (AR), Mixed Reality (MR), Extended Reality (XR), blockchain and NFT (Non Fungible Token). Such technologies tend to continuously push customers to demand immersive digital experiences and interfaces. Although these developments are in an embryonic stage, there are several examples of organizations in a variety of services that are re-organizing their organizational models and management functions to integrate these emerging technologies and use them strategically to customize and co-create hybrid virtual and physical experiences, to reconfigure branding strategies and brand management, to better position their products and services, and to contribute to public value creation.

Within this context, the PhD project is intended to investigate the impact that emerging digital technologies, with a particular emphasis on immersive technologies, have on the cultural service sector.



	<p>The research aims thus to define frameworks and tools to:</p> <ul style="list-style-type: none"> •understand the potentialities and risks of immersive technologies on the accountability of cultural services; •assess the impact of immersive technologies on the value generated by the cultural service sector; •assess the risks and benefits of immersive technologies on the accounting practices adopted by the cultural sector
<p>Methods and techniques that will be developed and used to carry out the research</p>	<p>The following methodologies will be applied in the research project:</p> <ul style="list-style-type: none"> •A literature review in order to map the state of the art on the topic; •Multiple case studies to investigate best practices of immersive technologies applied in cultural service delivery; •Experiments to assess the impact of the value generated by immersive technologies on cultural services.
<p>Educational objectives</p>	<p>The expected educational objectives of this PhD program include the following:</p> <ul style="list-style-type: none"> •The capability to develop research skills, with reference to qualitative methodologies and experiments; •The relational skills related to the possibility to work in two dynamics and vibrant universities; •The public speaking skills connected with the presentation of the research to international conferences.
<p>Job opportunities</p>	<p>The opportunities for a PhD graduated in this research area are:</p> <ul style="list-style-type: none"> - Academic career in the fields of digital innovation, management of cultural and public service organizations, accounting and accountability,



	- Advisory for cultural and public sector organizations; - Career as a civil servant (e.g., a senior-manager within a Public Administration).
Composition of the research group	3 Full Professors 1 Associated Professors 4 Assistant Professors 7 PhD Students
Name of the research directors	Deborah Agostino, A.C. Busanelli de Aquino

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
<p>At the end of the programme, the candidate will obtain a Double Degree PhD title by University of Sao Paulo and by POLIMI.</p> <p>As part of a double degree programme, this implies that the candidate meets all the training requirements at both universities. A full-time study and engagement in research activities to a four years' period is required.</p> <p>The candidate will work in a vibrant academic environment and will work both at Politecnico di Milano and at University of Sao Paolo.</p>