



PhD in INGEGNERIA GESTIONALE / MANAGEMENT ENGINEERING - 40th cycle

**THEMATIC Research Field: DEATH SENTENCE OR NEW LIFE? HOW TO MANAGE
STARTUP-CORPORATE RELATIONSHIP IN THE DIGITAL ERA**

Monthly net income of PhDscholarship (max 36 months)

€ 1800.0

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**

In the rapidly evolving business landscape, firms must innovate to remain competitive. Established companies need to extend beyond their organizational boundaries to seek external sources that can sustain a consistent flow of innovation. Within this framework, startups play a pivotal role, as their flexibility can foster a culture of openness to innovation and entrepreneurship. However, lacking the necessary resources to grow independently, startups also seek external support. While some scholars emphasize the benefits a startup accrues from receiving strategic investment from a corporation, others illuminate the challenges and discrepancies inherent in such relationships. This research aims to investigate the dynamics of startup-incumbent relationships, assess whether the corporate urgency to innovate protects startups who often feel compelled to accept corporate investment due to limited alternatives, understand the triggers behind corporate innovation needs as well as how timing affects outcomes, and identify strategies startups can leverage to attract corporate trust reducing information asymmetries.

**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 entrepreneurship, strategy, and digital transformation 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	<p>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 and Digital Transformation, and business strategy consulting companies.</p>
Composition of the research group	<p>1 Full Professors 2 Associated Professors 1 Assistant Professors 3 PhD Students</p>
Name of the research directors	Antonio Ghezzi

Contacts
antonio1.ghezzi@polimi.it, Antonio Ghezzi (022399)9553

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	900.0 €
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.

- Involvement in projects: "For the overall development of their capabilities, PhD candidates will work on sinergical projects to favour empirical data collection and network development for their career. Projects will give candidates the opportunity to work in group (peers and other senior professors)".
- Teaching and tutoring: "If coherent with the development of their doctoral program, the PhD candidate will have the opportunity to be involved in: teaching activities, tutoring to master students, tutoring to PhD candidates for administrative processes".
- Italian knowledge (e.g. borsa co-finanziata da ente italiano): "The interaction with key stakeholders requires a fluent knowledge of the Italian language".

Funding for educational activities: 7.300,00 Euros for three years.