



PhD in INGEGNERIA GESTIONALE / MANAGEMENT ENGINEERING - 40th cycle

PNRR 630 Research Field: EMERGING DIGITAL MARKETING COMMUNICATION FORMATS: A DATA-POWERED APPROACH TO FRAME THE CREATOR ECONOMY AND OTHER EMERGING TRENDS IN THE MARKETING AND COMMUNICATION PROCESSES AND ASSESSING THEIR USE AND IMPACTS

Monthly net income of PhDscholarship (max 36 months)
€ 1500.0
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 digital revolution has changed how brands communicate with their audiences, while competition and context has led to new subjects and areas of communication including sustainability, aware consumption and emotional communication. New digital formats of social media, influencer partnerships, podcasts, and interactive content are brought in to supplement traditional marketing channels in an omnichannel perspective. The creator economy represents a new force in marketing: thousands of independent creators have come to wield power by leveraging digital platforms to reach and engage audiences.</p> <p>They have changed not only the ways of content production and delivery but also how these affect consumer behavior and brand perception. It is essential to look into the dynamics of this economy to understand what it holds in its most entire definition and its implications. This, in turn, is transforming and reshaping the marketing ecosystem, redefining roles in the value chain and raising, also at policy-making level, questions on how to make the market more transparent, efficient and sustainable in terms of safety, privacy and fair allocation of resources, which in turn impact on macro-dynamics such as free press, right to be informed and pluralism in communication.</p> <p>The main aim of the research is to critically analyze new</p>



	<p>The main aim of the research is to critically analyze new formats of marketing communication in the digital environment by specifying their peculiarities and strong and weak sides. Among the others, the study will explore different formats of content on social media, influencer marketing, video marketing, and podcasts, among others. The research will analyze the landscape of creator economy, its platforms, strategies for audience engagement, and models for monetization to try to understand how creators impact marketing communications and consumer decision-making. By analyzing content strategies conjointly with the business strategy, leveraging on data and analytics provided by platforms, agencies and brands, the research will analyze the mechanisms of diffusion and give the possibility to inform suited analyses of the returns on the investment, with an observation, also, of the potential impact that these forms of communication may have in fostering sustainable consumption, fair circulation of information and inclusion.</p>
<p>Methods and techniques that will be developed and used to carry out the research</p>	<p>Multi-source Data Aggregation: Data will be pooled from social media platforms, digital marketing campaign sources, influencer metrics, consumer engagement data, and transactional data, drawing a rich data set for further in-depth analytics.</p> <p>Possibly, they will be integrated with APIs from social media platforms and marketing tools to pull real-time data on the performance of content and audience engagement, among other parameters.</p> <p>Machine Learning Models and AI: the multidimensional and broad set of data and analytics about volumes, impacts and nature of the digital communication activities, as well as the codification of issues related to creativity, content and signs/symbols will be analyzed through suited econometric and statistical approaches, also leveraging on AI, in order to develop models and framework interpreting and predicting the outcomes of the initiatives.</p> <p>In order to get richer insights into the use of these communication levers in practices, the research will also lever on case study research to analyze specific brand and company strategies and value chain relationships in</p>



	<p>the communication and marketing ecosystem, and consumer behavior studies through survey research to understand customers evaluation and opinions.</p>
<p>Educational objectives</p>	<p>Acquiring Diverse Research Methods:</p> <p>Statistical modelling or analyze quantitative data and understand economic relationships within digital marketing communications.</p> <p>Case Study Research: Develop skills in designing and conducting case studies to explore specific instances of digital marketing strategies and their impacts.</p> <p>Survey Research: Gain expertise in creating, administering, and analyzing surveys to collect self-reported data on consumer behaviors and preferences.</p> <p>Combining Content and Structural Analysis: learn to integrate content analysis, examining the actual content of digital marketing materials, with structural analysis, which looks at the broader context and structures within which marketing operates.</p> <p>Developing a Critical Understanding of Ethical and Policy-Making Implications: cultivating the ability to critically assess the ethical considerations in digital marketing, including data privacy, consent, and the responsible use of AI and data analytics.</p> <p>Understand the policy-making implications of digital marketing practices, particularly how regulations can shape and be shaped by emerging trends in marketing communications.</p> <p>Explore the broader societal impacts of digital marketing, including issues related to consumer protection, misinformation, and the ethical responsibilities of marketers.</p>
<p>Job opportunities</p>	<p>Given its applied nature, the PhD offers a broad set of potential job opportunities, including:</p> <ul style="list-style-type: none"> - University Professor: Teach and conduct research in marketing, digital communications, or related fields. - Research Scientist: Work within academic or private research, which includes advanced studies in digital marketing and consumer behavior. - Marketing Strategist: Designing and implementing



	<p>marketing strategies to leverage new digital formats and AI-driven insights.</p> <ul style="list-style-type: none"> - Digital Marketing Manager: Developing and managing all digital marketing campaigns, overseeing the social media presence, and optimizing the online content. - Data Scientist/Data Analyst: Analyze the data from marketing to understand the trends, measure the effectiveness of the campaigns, and guide strategic decisions. - Content Marketer: Creating and managing digital content, focusing on engaging audiences through emerging formats. - Marketing Consultant: Advising firms about effective marketing strategies in the digital space and the use of data analytics. - AI Specialist for Marketing: Develop and incorporate AI-based marketing enhancement solutions that could cover predictive analytics and content personalization. - Marketing Tech Product Manager: Responsible for developing and managing marketing technologies and platforms. - Media Planner/Buyer: Strategizing and purchasing advertising space on digital platforms to maximize reach and engagement. - Start-Up Founder: Starting a business that offers digital marketing solutions, AI-based analytics, or content creation platforms. - Policy Analyst: Working with government agencies or think tanks to develop rules and policies for digital marketing and data protection. - Ethics Consultant: Helping businesses to make the right decisions regarding ethics in practice, especially within digital marketing by including artificial intelligence and data use.
Composition of the research group	<p>2 Full Professors 2 Associated Professors 1 Assistant Professors 3 PhD Students</p>
Name of the research directors	Lucio Lamberti

Contacts	
lucio.lamberti@polimi.it	



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	750.0 €
By number of months	6

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

Additional information: educational activity, teaching assistantship, computer availability, desk availability, any other information
<p>Educational activities, Teaching assistantship, Computer availability, Desk availability.</p> <p>An involvement in B.Sc./M.Sc. level teaching is foreseen in order to strengthen academic communication skills. The candidate will work in departmental and interdepartmental labs to run their empirical research. Collaboration in open innovation projects with companies, besides the interaction with the funding body, will be encouraged along the PhD program in order to further strengthen the immediate application of scientific knowledge to the real world.</p> <ul style="list-style-type: none"> •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". <p>Funding for educational activities: 6.100,00 Euros for three years.</p>