



PhD in INGEGNERIA GESTIONALE / MANAGEMENT ENGINEERING - 40th cycle

**PNRR 630 Research Field: STUDY AND DEVELOPMENT OF SUSTAINABILITY PRACTICES
FOR PRODUCTS AND SERVICES FOR THE FASHION AND LUXURY INDUSTRY**

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	
<p>Motivation and objectives of the research in this field</p>	<p>Luxury represents an important industry for the Italian economy. Many Italian companies could achieve over the years a worldwide reputation with global operating brands in several luxury sub-sectors.</p> <p>However, during the last years, the luxury industry has been experiencing- around the globe- an unprecedented pressure towards more sustainable business models, operations and supply chains. Traditional practices in the luxury industry are based on linear business models ending with the disposal of products and the delivery of services that very often require consuming a great amount of natural resources. Due to increasingly conscious customers about environmental issues, e.g. climate change, and more demanding regulations with respect to sustainability development goals, luxury companies have to adapt towards more sustainable business models, operations and supply chains.</p> <p>However, the transition towards more sustainable products and services, is not easy, as companies have to adapt their technologies, logistics and operational processes, and the current logic according to which they have been doing business.</p> <p>Furthermore, the new developed business models may be more sustainable but not efficient. In a nutshell, companies in the luxury industry need support to innovate their supply chains toward more sustainable and circular models. In addition, luxury companies are offering products and services with a strategy of product/service</p>



	<p>portfolios and brand extensions, so they need instruments to evaluate for each case which is the best solution to maximise sustainability over the three dimensions (economic, environmental and social). In this way, it is possible to better foster sustainability in the luxury industry.</p> <p>To address the challenges of the companies in the luxury industry, this research project aims to answer the following main research questions:</p> <ul style="list-style-type: none"> - How to improve sustainability of luxury products and services ? - How do best practice companies adapt their operations systems and supply chains to integrate more sustainability elements ? - How the sustainability in the luxury services may be used as a lever to educate luxury consumer to a more sustainable consumption?
<p>Methods and techniques that will be developed and used to carry out the research</p>	<p>To provide an answer to the research questions, the following methodologies are adequate:</p> <ul style="list-style-type: none"> - Literature Review on sustainable business models and supply chains with a specific focus on the luxury industry. - Desk research in order to identify best practices for sustainability in the luxury supply chain. - Interview study with Italian/European companies that could accommodate successful practices for sustainability in the luxury supply chain. - Case study development/action research for method validation.
<p>Educational objectives</p>	<p>The Ph.D. candidate at the end of the program will possess adequate research skills in the field of sustainable supply chain management and specific knowledge in the fashion and luxury industry. In particular, the Ph.D, candidate will:</p> <ul style="list-style-type: none"> •be able to perform a structured literature review; •be able to perform qualitative research methods; •be able to analyse qualitative data to develop insights and methods/tool; •be able to present and publish her/his research results.



	•be able to present and publish her/his research results.
Job opportunities	Academia, international institutions, construction companies, multinational organizations, consulting firms.
Composition of the research group	2 Full Professors 1 Associated Professors 1 Assistant Professors 0 PhD Students
Name of the research directors	Andrea Sianesi

Contacts	
andrea.sianesi@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)	Il Borro srl
By number of months at the company	6
Institution or company where the candidate will spend the period abroad (name and brief description)	Il Borro srl
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>Candidates with a background in Management Engineering, Supply Chain Studies, Business Administration, Environment engineering, Design.</p> <p>The candidate might be involved as research associate in additional research projects and as teaching assistant in courses in the area of Operations and Supply Chain Management.</p> <p>A desk will be provided in the Department of Management, Economics and Industrial</p>



Engineering.

- Involvement in projects: "For the overall development of their capabilities, PhD candidates will work on synergical 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".
- Periods in companies: "The development of the PhD project requires a compulsory period to be spent in the company (e.g. INAIL in Rome) to better understand the company strategy and 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: 6.100,00 Euros for three years.