

PhD in INGEGNERIA GESTIONALE / MANAGEMENT ENGINEERING - 40th cycle

THEMATIC Research Field: EXPLORING THE ADOPTION OF EXTENDED REALITY TECHNOLOGIES IN BUSINESS: A STRATEGIC AND ENTREPRENEURIAL PERSPECTIVE

Monthly net income of PhDscholarship (max 36 months)

€ 1850.0

In case of a change of the welfare rates during the three-year period, the amount could be modified.

Con	text of the research activity			
Motivation and objectives of the research in this field	Extended Reality (XR) technologies are increasingly recognized for their strategic potential in business, gaining attention from both scholars and practitioners. Major technology companies are making significant investments to advance these innovations. Scholars and industry practitioners suggest that these immersive technologies may drive a new wave of digital transformation, enabling organizations to reshape customer experiences, operational processes, and business models. Within this evolving landscape, important questions arise concerning how businesses can adopt XR technologies to generate strategic value. Additionally, it is crucial to explore how the business models of firms operating these technologies are interconnected to create an innovative value proposition. Tackling these questions in the context of the dynamic and increasingly pertinent field of XR technologies will offer significant contributions to both research and practice in the domains of Strategy, Entrepreneurship and Innovation. The candidate is required to address these questions and attempt to fill the related gaps by investigating the strategic adoption of XR technologies in business.			
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).			

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Educational objectives	The educational objectives concern: - 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	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.	
Composition of the research group	2 Full Professors 1 Associated Professors 1 Assistant Professors 4 PhD Students	
Name of the research directors	Antonio Ghezzi	

Contacts	
Phone Office: Antonio Ghezzi +39 0223999553;	
E-mail address: antonio1.ghezzi@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	

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Amount monthly	925.0 €
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 empiral 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: 7.550,00 Euros for three years.