



## DIG PhD scholarship

<b>Title</b>	<b>New methods for assessing and measuring traditional and emerging issues in international business</b>
<b>Theme</b>	<p>The large availability of (big) data and novel databases that rely on tools that can gaze across the entire planet, bridging geography and language to watch the world in realtime (e.g. GDELT) open new research avenues and opportunities to assess and measure traditional and emerging issues in international business.</p> <p>The research aims to leverage these methodological advances to better understand companies' behaviour, and the relationships with several dimensions of their performances and impact. Among the several topics:</p> <ul style="list-style-type: none"><li>- The role and impact of nonmarket strategy (NMS), i.e. corporate political activity (CPA) and strategic corporate social responsibility (CSR) on multinational firms' multidimensional performance.</li><li>- The role of multinational enterprises' (MNE) innovation strategies for achieving the sustainable development goals.</li><li>- The adoption of strategies and business models (both at the company and/or at the systemic level) that embrace the paradigm of the circular economy, and their likely impact on the configuration and reconfiguration of the global value chains.</li></ul>
<b>DIG professors involved</b>	Paola Garrone, Lucia Piscitello, Luca Grilli
<b>International collaborations</b>	<i>University of Reading (UK), Villanova University (Philadelphia, US)</i>