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MILANO 1863

DIPARTIMENTO DI
INGEGNERIA GESTIONALE

DIG PhD scholarship

Title	Cognitive and Sensemaking Dynamics within New Service Development
Theme	<p>The digital transformation has redefined the relations between product innovation, service innovation and new customer experience design, pushing companies beyond the boundaries of traditional industries, business models and B2B2C value chains. A relevant challenge for service innovators is to achieve higher customer intimacy in spite of commoditization induced by digital technologies and automated solutions. In this context, innovation of meaning has established itself as a powerful framework for decommmoditizing existing services and identifying new value drivers.</p> <p>The topic is widely studied within the innovation and design domain and most of the research has been directed towards the conceptualization of design processes and inter-and intra- organizational relations at different levels, e.g. within communities, teams and pairs.</p> <p>However, research on relationships between the single <i>individual</i> innovator and the cognitive and sensemaking dynamics within new service development is still limited. In order to contribute to this stream of research, the aim of the research is to explore the cognitive dynamics of individuals involved in the process of innovation of meanings. In particular, we seek to find answers to the following research questions: Which cognitive constructs are particularly relevant to be investigated? How do individuals and teams build a shared cognition about a new meaningful direction? How do they envision future scenarios that are meaningful for stakeholders and what is the relationship with design practices to embody such meaningful direction?</p> <p>Adopting an interdisciplinary perspective, this study wants to explore the possibility to develop new approaches to individual and organizational sensemaking in the development of innovative services (e.g. retail services, luxury product-service experiences, financial services), thanks to design thinking, digitalization and, especially, the search for meaningful directions.</p>
DIG professors involved	Roberto Verganti, Tommaso Buganza, Emilio Bellini, Claudio Dell’Era
International collaborations	CEPS (Center for European Policy Studies), Fraunhofer Institute, European Commission, University of California San Diego, Mälardalen University, RISE-Sweden, Delft University of Technology, Imperial College Business School, Reykjavik University, Stockholm School of Economics, Karlstad University.