

# Politecnico di Milano

## PhD in Management Engineering

### Research Title: Design Thinking and Digital Technologies - Discovering Quiescent Meanings in Emerging Digital Technologies

<b>Scholarships and Financial support</b>	
Monthly net income of PhD scholarship (max 36 months)	€. 1.400,00 (In case of a change of the welfare rates during the three-year period, the amount could be slightly modified)
Number of scholarships	1
Beginning of PhD	01/11/2019
Deadline for application	21/05/2019
<b>Context of the research activity</b>	
Motivations and objectives of the research in this field	Emerging digital technologies such as Artificial Intelligence, Big Data, Internet of Things, Blockchain, etc. are providing several opportunities, especially in the broad context of Industry 4.0. At the same time, the incredible amount of opportunities provided by these technologies require appropriate approaches in order to identify the most valuable and meaningful applications. The research project aims at shedding lights on this process by studying how leading companies are developing new digital technologies in the broad context of Industry 4.0 in order to unveil new meanings and bring to the user more meaningful applications.
Methods and techniques that will be developed and used to carry out the research	The research methodologies adopted in the research project will benefit from the interplay between management and design approaches: while the research methodologies such Case Study Research, Survey Research and Field Research will enable a systematic investigation of the opportunities and challenges provided by emerging digital technologies, other research methodologies such as Applied Ethnography, Co-Design Workshop and Design Experiments will allow to discover and prototype new meaningful applications.
Educational objectives	In a world that is continuously changing, design and innovation are the main source of renewal and prosperity.

	<p>They are necessary for society, to address the challenges of sustainability in a hyper-connected and complex world; they are necessary for organizations and businesses, to create solutions that are valuable and to ensure long-term survival; they are necessary for people, as the exploration of the new is a major driver in their search for meaning. Technology is still a major driver of innovation, but is not enough anymore. Technologies are increasingly accessible worldwide, and the relevance of technologies is moving the focus from how technologies are developed to how they are chosen, integrated and used. Innovation indeed comes from the capability to capture the evolution of the context, to make sense of a complex environment, to combine the several opportunities that are today available, into an unprecedented vision. The current scenario, in short, requires the capability to conceive, develop, and implement new visions that are both meaningful to people, and economically valuable for businesses. These are multifaceted capabilities, based on two fields of competences:</p> <ul style="list-style-type: none"> <li>• Design, as the set of capabilities that enable to envision new possibilities that are more meaningful to people. In particular, the design of ecosystems consisting of products, services, communication and space;</li> <li>• Management, as the set of capabilities to transform the idea of a new ecosystem into a source of economic value and growth, by envisioning and implementing new business models.</li> </ul>
Job opportunities	<ul style="list-style-type: none"> <li>• Researchers/lecturers at higher education institutions</li> <li>• Design Manager in Strategic Consultancy Companies</li> <li>• Design Manager in Design-intensive Companies</li> <li>• Product, Business Developer and Brand Manager</li> </ul>
Composition of the research group	<p>School of Management (LEADIN' Lab, <a href="http://www.leadin-lab.polimi.it">www.leadin-lab.polimi.it</a>):</p> <p>1 Full Professor: Roberto Verganti  2 Associate Professors: Tommaso Buganza, Claudio Dell'Era  1 Assistant Professor: Emilio Bellini  3 Post-Docs: Stefano, Magistretti, Elena Pellizzoni, Daniel Trabucchi  4 PhD students: Federico Artusi, Paola Bellis, Silvia Magnanini, Federico Zasa</p> <p>Department of Design  1 Full Professor: Francesco Zurlo  1 Associate Professor: Cabirio Cautela  1 Assistant Professor: Marzia Mortati</p>
Names of the research directors	<p>School of Management: Claudio Dell'Era, Roberto Verganti  Department of Design: Cabirio Cautela, Francesco Zurlo</p>
Contacts	<p>Claudio Dell'Era: <a href="mailto:claudio.dellera@polimi.it">claudio.dellera@polimi.it</a>, 02 2399 2798  Cabirio Cautela: <a href="mailto:cabirio.cautela@polimi.it">cabirio.cautela@polimi.it</a>, 02 2399 2770</p>

<b>Additional support</b>	
<u>Housing:</u> financial aid per PhD student per year (gross amount)	No financial aid associated to housing
<b>Additional information: educational activity, teaching assistantship, computer availability, desk availability, any other informations</b>	
<p>The PhD student has the opportunity to participate into the courses and other activities of the PhD programs in Management Engineering and Design and to interact closely with professors and researchers belonging to LEADIN'Lab (LEAdership, Design and INnovation Laboratory, <a href="http://www.leadin-lab.polimi.it">www.leadin-lab.polimi.it</a>).</p> <p>Moreover, the PhD student will benefit from two global research platforms recently conceived by the laboratory: DT4B (Design Thinking for Business) is a Global Research Platform developed by an International Research Team: Politecnico di Milano - School of Management (Italy), Delft University of Technology (Netherlands), Imperial College Business School (United Kingdom), Reykjavik University (Iceland) and Stockholm School of Economics (Sweden). It aspires to be the international reference point for the community of practitioners and scholars intrigued by Design Thinking and interested in creating and capturing value for their businesses, looking for robust and new principles and practices, and collectively reflecting on emerging challenges. IDEaLs is a Global Research Platform pioneering new ways to engage people to make innovation happen. Conceived by Politecnico di Milano - School of Management and the Center for Creative Leadership IDEaLs aims at developing new insights and tools that leverage the power of design and digital technologies. IDEaLs brings science into action. It joins leading organizations, thought leaders and researchers to create tools that spark change and deliver impact.</p> <p>Funding for educational activities: 1st year: 1200 euros per student, 2nd year: 1200 euros per student, 3rd year: 1200 euros per student.</p> <p>Teaching assistantship: There are various forms of financial aid for activities of support to the teaching practice. The PhD student is encouraged to take part in these activities, within the limits allowed by the regulations.</p> <p>Desk availability: shared use</p> <p>Computer availability: individual use</p>	