

ECONOMICS & MANAGEMENT OF INNOVATION AND SUSTAINABILITY (EMIS)

CYCLE	XL
COORDINATOR	Prof.ssa Beatrice LUCERI email: beatrice.luceri@unipr.it Department of Economics and Management
DURATION	3 years
STARTING DATE OF THE PHD PROGRAM	01/11/2024
PARTNER INSTITUTION	<ul style="list-style-type: none"> • University of Ferrara • University Cattolica del Sacro Cuore
POSITIONS PUT OUT TO COMPETITION	12
ADMISSION PROCEDURES	Assessment of QUALIFICATIONS and Research Project Oral Exam in PRESENCE or REMOTELY
ADMISSION REQUIREMENTS	<p>Regardless of age and citizenship, applicants holding at least one of the following academic qualifications can apply for admission:</p> <ul style="list-style-type: none"> – Laurea specialistica or Laurea magistrale (second cycle master's degree) – Laurea Vecchio Ordinamento (degree obtained under the previous Italian regulations); – Second cycle Master's degree obtained abroad, equivalent to the above mentioned Italian degrees and recognized as suitable for the admission to doctoral program <p>Undergraduates can also apply for admission to the selection, with the obligation to obtain the degree by 31.10.2024</p>
TRAINING OBJECTIVES	
<p>The PhD programme is structured to educate scholars who will be able to apply analytical and computational tools to functional data for making complex decisions in the fields of economics and management. Participants may approach the doctoral research project from either an economic theory perspective or a business theory perspective. This encompasses the rapidly evolving fields of study that form the theoretical framework of reference, including business administration, economics and business management, business organization, political economics, public economics, applied economics, corporate finance, and the economics of financial intermediaries. embracing the precipitous fields of study of the theoretical framework of reference: business administration, economics and business management, business organization, political economics, public economics, applied economics, corporate finance, and economics of financial intermediaries. Additionally, the programme incorporates the methods supporting the economic and business disciplines.</p> <p>The learning objectives are achieved by integrating economics, management and mathematical-statistical tools, as a particular specificity of the PhD programme. The knowledge and skills learned enable a fruitful employability in academia or in companies or public administrations and international institutions in high-skilled occupations in the regional, Italian and European job markets.</p> <p>The PhD programme offers both an interdisciplinary foundation and a cultural background suited to address the methodology of the research topic investigated, to identify an original research perspective and to develop an original PhD thesis that contributes to the advancement of knowledge. These outcomes are achieved by structuring the PhD program as follows:</p> <ul style="list-style-type: none"> - Year 1, provide a foundation in scientific research and shaping of the PhD research project; - Year 2, development of the PhD thesis, by conducting research activities and eventually spending a period abroad at qualified universities/research institutes; - Year 3, completion of the PhD thesis by conducting research activities and presenting results to academic conferences. <p>The first year of the Ph.D. aims to equip students with the requisite knowledge and skills to undertake appropriate research project design. The research foundation courses are structured around three core areas: Theories, Methods and Applications. The theoretical courses in micro-macroeconomics and management theories constitute the Theories pillar. The Methods pillar encompasses courses on literature analysis, research design, quantitative and qualitative research techniques, and qualitative and quantitative data analysis tools. The Applications pillar is structured according to the teaching needs of PhD students, with</p>	



lectures and seminars provided on a topic-specific basis. Furthermore, other activities, including those designed to enhance soft skills, language proficiency, and computer literacy, are incorporated into the training programme. It is strongly recommended that students undertake a period of study abroad during the second year of their PhD programme. This will enable them to develop advanced research techniques and to address emerging research issues with respect to the research topic under investigation.


RESEARCH AREAS

(The candidate **MUST mandatorily** indicate one research topic in the form ANNEX A and submit a RESEARCH PROJECT in the relevant field)

- Branding and value creation
- Consumer behavior and marketing management
- Determination and communication of value in businesses
- Knowledge economy, organization, human capital and labour
- Environmental and natural resources economics
- Economics and public management
- Economics and industrial policies: innovation, productivity, growth and convergence
- Finance and risk management
- Health care and health management
- Performance evaluation, balance analysis and business management auditing
- Entrepreneurship and business strategy
- Policies and economics for agri-food.
- Intangible resources and management systems, financial and non-financial assessment and reporting
- Economic decisions in uncertain contexts
- Other field of research

Position with Scholarship		
N°	Funding entity	Research Topic, if any
3	Scholarship funded by University of Parma (Ministerial funds)	
1	Scholarship co-funded by Fondazione Cariparma (University of Parma)	
3	Scholarship funded by University of Ferrara	
1	Scholarship funded by University Cattolica del Sacro Cuore	
Position with Scholarship LINKED TO SPECIFIC TOPICS (art. 6 of the Competition notice)		
N°	Funding entity	BOUND RESEARCH TOPIC
1	<p>Scholarship funded by EMILIA ROMAGNA REGION (PR.FSE + 2021/2027 – DGR n. 2111 del 04/12/2023) - CUP D92J24000010002)</p> 	<p>Forecasting of urban mobility flows and optimal management of local transport</p> <p>City mobility is constantly at the center of urban policy choices in every city reality. Travel modes have changed in recent years, outlining a complex scenario that requires a highly specialized study to understand all the dynamics, in order to propose new approaches to sustainable mobility.</p> <p>The project must contain a proposal that deals with the real-time monitoring of the flow of users using "road" means of transport. Preference is given to proposals using modern</p>

		<p>techniques of automatic image identification. Further positive elements are projects that include solutions with:</p> <ul style="list-style-type: none"> – Proposals based on modern statistical methods. – Multi-disciplinary proposals. <p>A strong partnership with the Municipality of Parma and its subsidiaries is expected.</p> <p>Scientific supervisor: Prof. Fabrizio Laurini, University of Parma</p>
<p>1</p>	<p>Scholarship co-financed with funds under the PNRR - Mission 4, Component 1, Inv. 4.1 (Ministerial Decree 629/2024 art. 9 "Public Administration") CUP D92J24000160006</p> 	<p>ESG sustainability and impact evaluations in Public Administration and in publicly owned companies."</p> <p>The research project aims at investigating, with specific reference to the Public Administration and public-owned companies, the economic and social impact evaluations systems, as well as the non-financial and sustainability performance reporting models. The aim is to identify Italian and international best practices to define a sustainability reporting and impact evaluations path in the actions of the Public Administrations and in its publicly owned companies. Economic and social impact assessments enable public administrations, and in their linked publicly owned companies, to monitor and evaluate the effects of their activities on people and communities, health and the environment, as well as to identify any negative side effects. This enables them to improve their performance and more accurately account for their impacts on society and the environment. This is where the non-financial performance reporting models of institutions come in, with particular reference to ESG principles. The latter have become an increasingly important benchmark for companies and public administrations that want to demonstrate their commitment to sustainability and social responsibility. Non-financial reporting enables companies in general to communicate transparently and reliably about their goals and performance in this area, providing comprehensive and reliable information to their stakeholders.</p> <p>The PhD student will have also the opportunity to study the management and organizational models of publicly owned companies through empirical analysis and the development of case studies, operating in close collaboration with publicly owned companies present on the local and national territory and the presentation of the results of the studies conducted at national and international scientific conferences. The PhD student has to spend a period of study and research abroad, in order to acquire new skills and get to know different realities.</p> <p>Scientific supervisors: Proff. Pier Luigi Marchini and Veronica Tibiletti, University of Parma</p>
<p>1</p>	<p>Scholarship co-financed with funds under the PNRR - Mission 4, Component 1, Inv. 4.1 (Ministerial Decree 629/2024 art. 9 "Public Administration") CUP D92J24000160006</p> 	<p>The role of management in promoting innovation and change in public healthcare companies</p> <p>Good performances in terms of services' quality among public healthcare organizations are strictly related to competences of people working within such organizations. Therefore, there's a strong need to develop and incentivize good practices in order to promote innovation and change. The research project aims to define management competences as well as managerial tool for improving performance in public healthcare organizations in the forthcoming years.</p>

		<p>The PhD student will have the chance to improve his/her knowledge of the Italian public healthcare system, through empirical and in-depth case studies analyses. He/She will also collaborate with major public hospitals across the whole national territory. Results of his/her work will be presented at national and international conferences.</p> <p>Furthermore, the PhD student will be entitled to spend a period of time abroad, in order to acquire new competencies and get to know new contexts.</p> <p>Scientific supervisors: Proff. Antonello Zangrandi and Simone Fanelli, University of Parma</p>
<p>1</p>	<p>Scholarship funded by EMILIA ROMAGNA REGION CUP F71J23000130009</p> 	<p>TALENTO: what are the most in-demand skills on the labour market? New analytical approach, data mining and policy implications</p> <p>What skills do employers seek in new employees? This is a central question to understand and identify policy implications not only for industrial development, but also for the education system.</p> <p>Employers increasingly reach job seekers through online job postings, particularly for jobs requiring a higher education qualification (OECD, 2020). Job postings available online provide a rich source of real-time and detailed data on the qualifications and skills sought by employers across industries, occupations, and locations.</p> <p>For those reasons, the UNESCO Chair “Education, Growth and Equality” proposes the development of TALENTO, an original big-dataset of on-line Job Posting in Italy enabling new analytical approaches and data mining methods to understand what the most in-demand skills on the current labour market are.</p> <p>The research aims to explore both the content of new-demanded professional profiles, and the geographical distribution of this demand across regions, counties and municipalities.</p> <p>We believe that Job posting data may hold promise to complement existing labour market information systems and aid educators and policy makers in aligning labour demand and educational offerings. If analysed and disseminated effectively, such data could also assist students and workers in making learning and career decisions, for instance by identifying opportunities to build their own non-traditional path into high-demand occupations.</p> <p>Following a macroeconomic point of view, the results of the research may have a strong impact in understanding structural change and economic dynamics, focusing on skills and competences for sustainable development.</p> <p>Scientific supervisors: Proff. Sandrine Labory e Patrizio Bianchi</p>

POSITION RESERVED	
With Scholarship reserved for candidates that have achieved degree abroad	1

ADMISSION PROCEDURES

Assessment of QUALIFICATIONS: up to 75 points
(a minimum score of 50 points shall be required to be admitted to the Oral Exam)
ORAL EXAM: up to 45 points
Minimum score for ELIGIBILITY: 70/120

ORAL EXAM PROGRAM

THE ORAL EXAM TAKES IN THE PRESENCE and with the possibility of carrying out the interview **REMOTELY** for candidates residing abroad or temporarily abroad for study / work reasons. To this end, candidates must submit **a motivated REQUEST** as per the model attached to the competition announcement)

The ORAL test involves the presentation and discussion of the research project by the candidate and is aimed at verifying the candidate's aptitude for scientific research and his general preparation on topics related to the research topics of the doctoral course

Foreign Language the fluency of which shall be assessed during the Oral Exam	ENGLISH	The evaluation of the knowledge of this language will be oral and will consist of carrying out part of the interview in English.
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SCHEDULE OF THE ADMISSION EXAMS

ASSESSMENT OF QUALIFICATIONS	It is the candidate's responsibility to verify the outcome of the evaluation of qualifications, which can be consulted in their reserved area by connecting to the page http://unipr.esse3.cineca.it/Home.do in the days preceding the date of the Oral Exam	
ORAL EXAM	DATE	3 rd September 2024 (with possible extension in the following days)
	TIME	09:00 am (Italian Time)
	PLACE	ROOM D – 1 st Floor Department of Economics and Management Via J.F. Kennedy, 6 43125 PARMA - ITALY
FURTHER INFORMATION	The choice of the Research Topic to be expressed in Annex A is not binding on the assignment of the research project, and it is intended to assess candidates skills during the admission exam. The PhD research topic will be assigned by the Academic Board.	
	THE INTERVIEW MAY BE HELD ALSO IN ENGLISH	For foreign candidates, the admission examinations may be held in English at the candidate's choice.

LIST OF QUALIFICATIONS TO BE SUBMITTED AND THEIR ASSESSMENT

MANDATORY DOCUMENTS TO BE ATTACHED TO THE ON-LINE APPLICATION

ANNEX A	(art. 3.2 of the Competition notice)
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Identification Document	Scanned Copy of a valid identity document with photo (i.e. identity card, passport)	
Curriculum Vitae et studiorum	No specific CV format is required (see art. 3.2 of the Competition notice)	
Abstract of degree thesis	Abstract of the second cycle master's degree thesis. Undergraduate applicants must submit the draft of the thesis approved by their supervisor (abstract/draft of the thesis: 3.000 characters including spaces)	
Academic Qualifications	Certificates and academic transcript of records for both Bachelor' and Master' degrees containing the following details for each degree held: (art. 3.2 of the Competition notice): University that granted the degree - Type of degree (first cycle/second cycle/single cycle) Name of the degree program - Date of graduation - Final mark - List of exams and corresponding scores (academic transcript of records) - Translation into Italian or English (only for degrees issued in languages other than Italian or English).	
Research Project	Written in Italian or in English, according to the format attached to the competition notice (max 8.000 characters including bibliography and spaces), It will have to focus on an original research topic (unpublished, developed personally by the candidate, PENALTY NOT EVALUATION. It should be noted that the Examination Board can use of IT tools useful for verifying the originality of the submitted Project) <u>It does not represent a constraint with respect to the following choice of the doctoral thesis, which will be assigned by the Academic Board</u>	
LIST OF EVALUABLE QUALIFICATIONS (only qualifications attested by a document drawn up in Italian or in English)		
Curriculum Vitae et studiorum	Score related to the final mark or to the average of the exam marks for graduands.	Up to 12 points
Graduation thesis	Congruence with the research topics of the PhD course and quality of the research methodology	Up to 15 points
Research Project	The project will be evaluated based on the scientific value, the originality of the proposal, the articulation, the feasibility of the proposal and the consistency with the themes of the doctorate.	Up to 24 points
Statement of Research Interest	Short text – maximum 1 page – in Italian or in English, aimed at explaining the candidate's reasons to attend the PhD program and at describing her/his specific research interests	Up to 6 points
Scientific Publications	Monographs, articles in scientific journals, chapters of books, convention papers. The assessment will be carried out with a view to accessing the PhD course and taking into account the degree of maturity required for the specific position. Only publications of which a copy has been included among the qualifications presented will be evaluated and not any publications cited exclusively in the curriculum and / or in the form of a list.	Up to 6 points
Other qualifications	Qualified professional experiences (in the case of professional experiences, continuous and lasting ones will be privileged - at least one semester - and will be evaluated only if they are recognized as functional to the acquisition of skills, experience and qualification in the research areas covered by the specific doctoral course); other academic qualifications (masters, advanced courses, at least two-monthly training courses provided by university-level training institutions or bodies); didactic, seminar or university training experiences.	Up to 12 points
EVALUATION ORAL EXAM		
Interview Program	Evaluation CRITERIA	POINTS

<p>The ORAL EXAM includes the presentation of the research project and is intend to assess the suitability of the applicant to pursue scientific research as well as the general knowledge of issues connected to the PhD course</p>	<ul style="list-style-type: none">○ knowledge of the foreign language: max 10 points○ research project presentation: max 35 points	<p>Up to 45 points</p>
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