

Annex A to Rectoral Decree No. 216 of 12.06.2024.

## Doctoral Program in MANAGEMENT

**XL Cycle – 2024/2025 Academic Year**

**Administrative Headquarters:** Department of Law, Luiss Guido Carli University

**Statutory Duration of the Program:** 4 years

**a) Educational Goals and Research Themes:**

The Doctoral Program in Management in an international program for talented students who wish to pursue academic or professional careers with consultancy firms, financial institutions, economic policy and/or regulatory authorities. The Department of Business and Management excels in numerous clusters of research but is specifically interested in research projects related to the following prevalent areas of research:

- ◆ Marketing
- ◆ Strategy & Innovation
- ◆ Organization studies

**b) Places on offer:**

- ◆ **No. 1 Position with scholarship funded under DM 630/2024 for the following constrained research topic: “Strategies and measures for the development of science communication in the context of business processes. Data storytelling as a tool for knowledge sharing and dialogue with stakeholders”.**

The characteristics of the position advertised are described within **Technical Sheet B**, attached on pages 10-13 of this document.

Acceptance of the position implies acceptance of the conditions, activities, and rules contained in the **Call for applications**, **Technical Sheet B**, and **Form C** (pages 9 and 9 of this document).

The fellowship covered by this Call for Application is related to a research topic-bound position and envisages compulsory research activity, binding the grantee to develop the research projects within the specific assigned topic.

**c) Selection Process:**

The selection process for admission to the Doctoral Program consists of three phases:

**1. First Phase: Evaluation of CV, qualifications and publications**

This phase will take into account all qualifications, publications (if any) and further relevant elements indicated in a candidate's CV.

Publications will be evaluated taking into account the academic value of the writings, their relevance to the topics under study in the Doctoral Program and the standing of the journals and publishing houses through which the candidates have published.

**Please note that it is possible to apply for the Doctoral Program even in the absence of publications.**

Candidates who score at least 24 points in the first phase will be admitted to the second phase, i.e. the evaluation of the Research Proposal. Reference should be made to section **d)** of this sheet for more details on the evaluation criteria.

**2. Second Phase: Evaluation of the Research Proposal**

At this stage, the Research Project submitted by the applicant is evaluated, which must be written, **under penalty of exclusion**, within the bound research topic related to the position for which application is being made:

**“Strategies and measures for the development of science communication in the context of business processes. Data storytelling as a tool for knowledge sharing and dialogue with stakeholders”.**

The **Research Proposal** will be evaluated by assessing its pertinence to the areas under study in the Doctoral program. It should be written in English and explicitly contain: the specific field of research, the objectives and motivations for the

research, the background of the research, the state of the art on the subject, with references to the literature, the proposed methodology, related hypotheses and theories, a description of the eventual empirical component, a list of sources and a brief bibliography.

Candidates who have earned at least 12 points in the second stage will be admitted to the third stage, the Oral Examination

### **3. Third Phase: Oral Exam and English language test**

The Oral Exam will focus on the Research Proposal submitted and will concern topics and subjects pertinent thereto (even if not directly covered by the Research Proposal itself but which relate to the areas under study in the Doctoral Program). It is designed to assess not only the candidate's depth of knowledge regarding the proposal submitted but also the candidate's ability to engage in reasoning and discuss concepts relating to various branches of the system.

The Oral Exam will be conducted in English in view of the fact that the Doctoral Program will be taught entirely in that language.

The interview may be held in presence or remotely.

The Oral Exam will be deemed to have been passed by candidates who obtain at least 24 points.

#### **d) Admissions Commission Scoring**

The scoring system utilized by the Commission is as follows (minimum score for eligibility 60):

| <b>Competition Phase</b> | <b>Subject matter of evaluation</b> | <b>Maximum Score</b> | <b>Minimum score to pass to next phase</b> |
|--------------------------|-------------------------------------|----------------------|--|
| <b>Phase 1</b>           | CV, qualifications and publications | 40                   | 24   |

|                |                  |            |           |
|----------------|------------------|------------|-----------|
| <b>Phase 2</b> | Research Project | 20         | 12        |
| <b>Phase 3</b> | Oral Exam        | 40         | 24        |
| <b>Totale</b>  |                  | <b>100</b> | <b>60</b> |

The minimum score for eligibility (60 points) is to be understood as the sum of the points assigned from the three phases, with the candidate having attained at least the minimum score in all of the selection phases.

**e) Method of Submission of Candidature:**

The online application procedure is to be completed through accessing the University's website at:

<https://phd.luiss.it/management/calls/open-calls/>

To submit an application to participate in the competition candidates must:

- go to the webpage: <https://phd.luiss.it/management/calls/open-calls/>  
fill out the competition application in full, attaching the required documents, specifically:

**MANDATORY DOCUMENTATION:**

- I) Application Form C (which can be found at the end of this document) completed, dated and signed**
- II) Proof of possession of a master's degree**
- III) Curriculum vitae, indicating all the qualifications held**
- IV) National ID card/passport**
- V) List of publications together with the full text of the publications or a self-declaration stating that no publications exist**
- VI) Research Proposal, consistent with the topic specified in the Technical Sheet B**
- VII) Reference Letter**

### **Details of the mandatory documentation**

I) **Application Form C (which can be found at the end of this document) completed, dated and signed**

II) **Proof of possession of a master's degree**

The required documentation to prove attainment of a master's degree varies according to where the degree was awarded, thus it should be noted that:

#### **Candidates with a qualification awarded in ITALY must submit:**

- certification/self-certification of the degree held, setting out the exams taken and marks obtained for each exam, credits earned and the degree grade (for each degree if more than one degree is held);

#### **Candidates with a qualification awarded in an EU country must submit the following:**

1. certification/self-certification of the degree held, setting out the exams taken, and marks obtained for each exam (academic transcript of records), credits earned and the degree grade (for each degree if more than one degree is held);
2. degree parchment in its original language;
3. diploma supplement in its original language;
4. translation into Italian or English of the above-mentioned documents, indicated in the points 1, 2 and 3: the translations are not required if the documents in question are issued by the institution directly in English.

#### **Candidates with a qualification awarded in a non-EU country must submit the following:**

- A. degree parchment in its original language;
- B. academic transcript of records in its original language;
- C. translation into Italian or English of the two documents indicated in the preceding points A and B: the translations are not required if the documents in question are issued by the institution directly in English.

In the case of admission, applicants holding foreign degrees are required to submit to the PhD & Education Funding Office either the Diploma Supplement (the "access to further studies" section must necessarily be complete) or an Attestation of Comparability of the foreign degree issued by CIMEA. The Certificate of Comparability can be found at the following link: <https://www.cimea.it/>.

- III) **Curriculum vitae, indicating all the qualifications held**  
(for example, master's degree, advanced courses, other PhDs, etc.), research undertaken, study and work periods either abroad or of international relevance, and certified knowledge of additional foreign languages other than English, if any;
- IV) **National ID card/passport;**
- V) **List of publications** in areas pertinent to the Doctoral Program, together with the full text of the publications included in said list, to be uploaded in pdf format onto relevant sections of the online platform. In the absence of publications, a self-declaration should be uploaded attesting to the same.  
**N.B. it is nonetheless possible to apply for the Doctoral Program even in the absence of publications, by attaching a self-declaration stating that no publications exist;**
- VI) **Research Proposal** must be written, **under penalty of exclusion**, within the bound research topic related to the position for which application is being made:  
**“Strategies and measures for the development of science communication in the context of business processes. Data storytelling as a tool for knowledge sharing and dialogue with stakeholders”;**
- VII) **Reference letter**  
The reference letter should not be uploaded to the platform: the candidate should insert into the platform the names and email addresses of the referees, who will receive a communication at the indicated email address containing a link through which they can personally write and send the letter to the PhD & Education Funding office.

**The deadline for submitting reference letters is set for 16 July at 16:00 (CEST), UTC+2.**

**OPTIONAL DOCUMENTATION:**

- I) **Any other qualifications** (certificates, for example, regarding a master's degree in a subject pertinent to the Doctoral Program, LL.M., MA, European Doctorate, relevant experience at institutions and public bodies, a diploma from a graduate school for the legal profession – indicating the marks obtained in the individual exams if such marks were awarded).
- II) **GMAT**
- III) **Statement of purpose**

**It is recommended that files be uploaded in pdf format.**

**f) Deadlines:**

- **Deadline for submission of applications: 15 July 2024 at 16:00 (CEST), UTC+2**
- **The deadline for submitting reference letters: 16 July at 16:00 (CEST), UTC+2.**
- **Deadline for publication of the ranking for admission purposes: within 10 September 2024**, unless extended by a communication to that purpose on the Luiss website.

The ranking order and list of those admitted will be published on the Doctoral Program website at the following link: <https://phd.luiss.it/management/calls/admission-and-ranking-list/> and communicated by e-mail to the successful candidates in accordance with article 5 of the call for applications.

- **Deadline for acceptance of admission by the successful candidates:** within 7 days, to commence from the day after publication of the ranking order and list of those admitted on the University's website (<http://www.luiss.it>) and the associated concurrent notice of admission.
- **Commencement of the Program:** by December 2024.

**NOTE: Application Form C may be found on pages 8 and 9 of this document.**

## PhD in MANAGEMENT - APPLICATION FORM C

### PERSONAL SWORN DECLARATION (ART. 46, D.P.R. N. 445/00):

I, the undersigned, \_\_\_\_\_ born on \_\_\_\_\_  
in \_\_\_\_\_ (\_\_\_\_\_) and resident in \_\_\_\_\_  
\_\_\_\_\_ Address \_\_\_\_\_

Fully aware of the penal sanctions in the case of false declarations and the consequent forfeiture of the benefits obtained (pursuant to articles 75 and 76 of Presidential Decree 445/2000) for which I take complete personal responsibility

### DECLARE, UPON PRESENTATION OF THIS CANDIDACY:

1.  
 I have NOT benefited in the past from doctoral fellowships provided pursuant to DD.MM. PNRR 351 and 352/2022, 117 and 118/2023 and/or have renounced them  
 I have NOT previously benefited from doctoral fellowships in any capacity awarded and/or has renounced them
3.  
 I am NOT enrolled in another doctoral program and/or other graduate or postgraduate school;
4.  
 I am NOT in the service of a public administration;

In addition, **I declare**, pursuant to Presidential Decree No. 403 of October 20, 1998 - **under penalty of revocation and return of the scholarship** – my commitment to:

- a. conduct the doctoral research in conformity with the research project admitted to funding, unless prior request and a successive concession by necessary authorizations from MUR;
- b. deliver a semestral report, articulated by months, laying down the indication of commitments, timewise (in the enterprise, in the University and abroad, if foreseen) and a synopsis of main



- activities conducted, stating that they comply with the principle of “not causing significant harm to the environment”;
- c. undertake, ex MD 630/2024, research and study periods in enterprises from a min. of six (6) to a max. of twelve (12) months, as indicated in the thematically binding research projects (see Technical Sheet B and C);
  - d. undertake, ex MD 630/2024, from a min. of six (6) to a max. of twelve (12) months of research and study periods abroad as indicated in the thematically binding research projects (see Technical Sheet B and C);
  - e. ensure compliance with obligations regarding communication and information provided for by art. 34 of Regulation (EU) 2021/241, indicating in the project documentation that the Program is funded under the PNRR, with explicit reference to funding from the European Union and the NextGenerationEU initiative (for ex. using the phrase “funded from the European Union - NextGenerationEU”), reporting the emblem of the European Union in the project documentation and providing adequate dissemination and promotion of the Program, including online, both web and social, in line with the provisions of the NRPP Communication Strategy ;
  - f. ensure that the implementation of project activities is consistent with the specific principles and obligations of the NRRP with regard to the principle of “Do no significant harm” (DNSH) under Article 17 of Reg. (EU) 2020/852 and, where applicable, with the principles of digital tagging, gender equality (Gender Equality) in relation to Articles 2, 3(3) TEU, 8, 10, 19, and 157 TFEU, and 21 and 23 of the Charter of Fundamental Rights of the European Union, protection and empowerment of young people, and bridging territorial gaps;
  - g. ensure compliance with the cross-cutting principles provided for the NRRP in national and EU legislation, with particular regard to the protection and enhancement of young people and overcoming territorial gaps.

The undersigned also declares, pursuant to art. 13 of Legislative Decree no. 196 of 30 June 2003, that I have been informed that the personal data contained in this declaration will be processed, also with IT tools, exclusively in the context of the procedure for which this declaration is made.

Finally, the undersigned declares to have read the information referred to in Articles 13 and 14 of Regulation (EU) 2016/679 d.d. April 27, 2016 (GDPR).

Place and Date \_\_\_\_\_ Signature of Declarant \_\_\_\_\_

This declaration does not require signature authentication and effectively replaces the normal certifications required or intended for a Public Administration as well as for managers of public services and private individuals who allow it.

## **ANNEX B - Technical Sheet**

### **Luiss University - PhD Program in Management - 40th cycle (2024/2025 Academic Year)**

**Program Duration:** 4 years

#### **GOALS AND TOPICS**

**Research Title:** “Strategies and measures for the development of science communication in the context of business processes. Data storytelling as a tool for knowledge sharing and dialogue with stakeholders”

#### **Introduction to the Luiss and Ferrovie dello Stato Italiane Innovative PhD Program**

Communication with stakeholders is a fundamental pillar in the management of organizations, because their actions can significantly influence the performance and success of the organization itself. Effective communication involves multiple processes within the organization as it requires structured gathering of both internal and external data, careful analysis and processing thereof as well as dissemination of the data in question through dedicated channels to different stakeholders. It is increasingly complicated for a business enterprise to highlight both externally and internally the results achieved and the added value of the products/services provided: think for example of actions aimed at environmental, social and economic sustainability. The goal of this PhD program is to establish and integrate innovative strategies, measures, methods and tools into the various business processes in order to foster an effective and clear dialogue with internal stakeholders, to facilitate knowledge sharing, and external stakeholders belonging to the scientific community and beyond.

The presentation and sharing of the content of data and analysis by means of a narrative (data storytelling) is but the final stage of a complex process of modelling individual business processes: identification of the data providers in the various business units and data collection methods, sharing of the common platform for data collection, and cooperation with the relevant functions to identify channels, tools and methods for the dissemination of information. Therefore, one of the main outputs of the PhD program will be a proposal for a theoretical model aimed at redesigning business processes and organization to integrate science communication.

## **Scope of the Company's economic activity and/or Description of R&D activities** **Consistency of the Innovative PhD Program with the R&D Plan at Ferrovie dello Stato Italiane**

The FS Group, which does business in Italy and abroad, carries out and manages works and services in rail, road and motorway transport for passengers and freight. It is at the heart of the country's transportation system and plays a key role in its revitalization and development with a view to integrating various infrastructures and means of transport in the pursuit of sustainability. The Group's new organization is split into four business units: infrastructure, passenger, logistics and urban. The Ferrovie dello Stato Italiane S.p.A. holding company is responsible for policy-making, coordination, and strategic and financial oversight vis-à-vis the parent company of each business unit, which in turn are in charge of policy-making, coordination and operational oversight vis-à-vis their various subsidiaries. Sustainability is the principle that inspires the Group to pursue the commitments set out in the business policies and in the code of ethics.

### **Consistency with National Recovery and Resilience Plan objectives**

After an initial general analysis, the **“Strategies and measures for the development of science communication in the context of business processes. Data storytelling as a tool for knowledge sharing and dialogue with stakeholders”** PhD program envisages an in-depth study in the transport sector, where the topic of externalities generated by various transport services is particularly important. Therefore, the PhD program is aimed at supporting the development of an environmental culture that impacts the choices of certain stakeholders, such as end users, a key element for the transition towards sustainable mobility in line with the provisions of the National Recovery and Resilience Plan (PNRR). Data storytelling, through science communication and the sharing of official data, makes it possible to enhance the success of the strategies implemented by a business enterprise and encourage the gathering and use of data by companies, including promoting digitalization. Accordingly, the project covers the main areas addressed by the National Recovery and Resilience Plan in the field of research and innovation: creativity, social transformation, digital, industry, climate, energy and sustainable mobility.

### **Design of the program**

The PhD program envisages an education path achieved through attending courses on both research methodology and content. In parallel, the mobility sector, the various transport systems

and their stakeholders will be analyzed. The topic of science communication, data storytelling and the business processes involved in those activities will be explored in depth: data collection, archiving and analysis, up to their dissemination through chosen channels to the various stakeholders. At the end of the PhD program, a theoretical model for integrating science communication with business processes will be proposed. This model will be applied to a case study in the transport sector.

### Activities of the selected doctoral student

The PhD program will last four years, during which the doctoral student will follow advanced courses as part of the Organization strand, attend research and technical seminars and cooperate with the FS Group's Research Centre in research activities at the FS Group's headquarters in Rome. At the same time, in the first/second year, the student will start the process of writing his or her thesis. With regard to cooperating with the FS Research Centre, the doctoral student will be supported by experts from the FS Scientific Content Management department in order to analyze the development phases of a process for the collection and communication of statistical and scientific data. An examination of the state-of-the-art of the research topic will be carried out and innovative tools such as data visualization platforms and business intelligence will be explored. During the fourth year, the doctoral student will concentrate on completing the writing of the thesis.

| Activities Abroad                                  |  |
|--|--|
| <b>Activities abroad - Name of the host abroad</b> |  |
| Name of the host entity abroad                     | Darden School of Business - University of Virginia |

| Registered office of the host entity abroad |                 |
|---|-----------------|
| Country                                     | USA             |
| City  | Charlottesville |
| Address                                     | UVA Darden      |

|  |  |
|--|--|
|  | 100 Darden Boulevard<br>Charlottesville, VA 22903<br>USA |
|--|--|

|   |   |
|---|---|
| <b>Principal place of business (and, if relevant, the organizational unit), if different from the registered office, at which the research activity abroad is carried out</b> |   |
| Country   | - |
| City  | - |
| Address   | - |

|  |                     |
|--|---------------------|
| <b>Length of stay abroad (minimum 6 months and maximum 12 months - up to 18 months only in case of activation of co-supervision)</b> |                     |
| Duration (in months)   | 6                   |
| Indication of the period of activity (from/to)   | January - June 2027 |