



Finanziato
dall'Unione europea
NextGenerationEU



Ministero
dell'Università
e della Ricerca



Italiadomani
PIANO NAZIONALE
DI RIPRESA E RESILIENZA

LUISS 



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	
Activities abroad - Name of the host abroad	
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 Charlottesville, VA 22903 USA

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	
Country	-
City	-
Address	-

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