



**Finanziato
dall'Unione europea**
NextGenerationEU



THE RECTOR

- CONSIDERING** Law no. 168 of 9th May 1989, and in particular article 6, according to which Universities are granted regulatory autonomy;
- CONSIDERING** Law No 241 of 7th August 1990 on 'Rules on administrative procedures and the right of access to administrative documents' and subsequent amendments;
- CONSIDERING** Regulation (EU) 679/2016 regarding the protection of personal data and subsequent amendments;
- CONSIDERING** Law no. 210 of 3rd July 1998, and in particular article 4 regarding research doctorates;
- CONSIDERING** Law no. 106 of 15th April 2004 on 'Rules on the legal deposit of documents of cultural interest intended for public use' and the related Presidential Decree no. 252 of 3rd May 2006;
- CONSIDERING** Law No. 183 of 12th November 2011, and in particular Article 15 concerning 'Rules on certificates and declarations in lieu thereof and prohibition to introduce, when transposing European Union directives, additional requirements to those laid down in those directives;
- CONSIDERING** Law no. 33 of 12 April 2022 and Ministerial Decrees no. 930 of 29 July 2022 and no. 933 of 2 August 2022, concerning the possibility of simultaneous enrolment in two higher education courses;
- CONSIDERING** Presidential Decree no. 445 of 28th December 2000, “Consolidated Act for laws and regulations on administrative documentation”;
- CONSIDERING** Legislative Decree no. 68 of 29th March 2012 concerning provisions on the right to study;
- CONSIDERING** Legislative Decree no. 196 of 30th June 2003 regarding the Personal Data Protection Code and subsequent amendments;
- CONSIDERING** Legislative Decree no. 198 of 11th April 2006, the “Code for equal opportunities between men and women, pursuant to article 6 of Law no. 246 of 28 November 2005” and subsequent amendments;
- CONSIDERING** Ministerial Decree no. 270 of 22nd October 2004 regarding amendments to the Regulation establishing rules on the teaching autonomy of universities, approved by Ministerial Decree 509/1999;
- CONSIDERING** the Ministerial Regulation on “Methods of accreditation of doctorate courses and their locations, and criteria for the institution of doctorate courses by accredited bodies” issued by Ministerial Decree no. 226 of 14th December

Documento informatico sottoscritto con firma digitale ai sensi del D.Lgs. n. 82/2005 e ss.mm.ii.



2021, and published in the Official Gazette of the Italian Republic – General Series - no. 308 of 29th December 2021;

CONSIDERING Ministerial Decree no. 247 of 23rd February 2022 regarding the "Increase in doctoral scholarships" published in the Official Gazette of the Italian Republic – General Series no. 80 of 5th April 2022;

CONSIDERING Ministerial Decree no. 301 of 22 March 2022 "Guidelines for the accreditation of research doctorates pursuant to art. 4, paragraph 3, of the regulation as provided for in Ministerial Decree no. 226 of 14 December 2021”;

CONSIDERING the Statute of IULM University (Libera Università di Lingue e Comunicazione IULM), published in the Official Gazette of the Italian Republic no. 59 on 12th March 1998, and subsequent amendments;

CONSIDERING the University’s Academic Regulations, issued by Rector’s Decree no. 11738 on 18 September 2001, and subsequent amendments;

CONSIDERING the University Regulations for Research Doctorates issued by Rector's Decree no. 19653 on 11th March 2022;

CONSIDERING the IULM University Code of Ethics issued by Rector’s Decree no. 14661 on 22nd April 2008, and subsequent amendments;

CONSIDERING the note of the Ministry of University and Research of 2nd March 2023, Protocol no. 3992 on the 'Computerised procedure for the accreditation of doctorate courses – XXXIX cycle”;

CONSIDERING Ministerial Decree No. 117 of 2 March 2023, and in particular Mission 4 "Education and Research", Component 2 "From Research to Enterprise" - Investment 3.3 "Introduction of innovative doctorates that meet the innovation needs of enterprises and promote the recruitment of researchers by enterprises", including the savings made available under the financial allocations referred to in Article 3, paragraph 2, of the Decree of the Minister of University and Research No. 352 of 9 April 2022;

CONSIDERING Ministerial Decree No. 118 of 2 March 2023, and in particular, Mission 4, Component 1, Investment 3.4, which provides resources for doctoral scholarships dedicated to digital and environmental transitions; Mission 4, Component 1, Investment 4.1, which provides resources for doctoral scholarships dedicated to Public Administration, cultural heritage and PNRR related subjects;

CONSIDERING the necessity and urgency to proceed with the issuance of this call for applications in derogation of Article 10, paragraph 1 and paragraph 3, j) of the University Regulations for Research Doctorates, which provides for - inter alia - publication in the Official Gazette of the Italian Republic;

Documento informatico sottoscritto con firma digitale ai sensi del D.Lgs. n. 82/2005 e ss.mm.ii.



- WHEREAS** it is impossible to apply the provisions of Article 17, paragraph 3, of the current University Regulations for research doctorates in view of the characteristics and provisions laid down by the aforementioned Ministerial Decrees 117 and 118 of 2023;
- CONSIDERING** the decisions taken by the Board of Governors in their meetings on 27 March 2023 and 26 April 2023;
- CONSIDERING** the decisions taken by the Academic Senate in their meeting on 19 April 2023;
- CONSIDERING** the decisions taken by the Doctoral Board in their meetings on 30 May 2023;
- ACKNOWLEDGING** that the above-mentioned funding from the PNRR resources will cover the three-year period of the scholarships awarded under this call for applications and that the University will cover the remaining expenses from its own resources;
- CONSIDERING** the approval of the National Agency for the Evaluation of the University and Research Systems (ANVUR) for the accreditation of the research doctorate course in Communication Markets and Society, code DOT1934ZFL regarding the XXXIX cycle;
- CONSIDERING** the approval of the National Agency for the Evaluation of the University and Research Systems (ANVUR) for the renewal of the research doctorate course in Visual and Media Studies, code DOT1658129 regarding the XXXIX cycle;

DECREES

Art. 1 – Scope of the Call and general regulations

The Libera Università di Lingue e Comunicazione IULM, with this call for applications, intends to award 9 scholarships pursuant to the aforementioned Ministerial Decrees 117/2023 and 118/2023, for a three-year period, for attendance on doctorate courses for the academic year 2023/2024, cycle XXXIX to be funded by the funds allocated by the National Recovery and Resilience Plan (PNRR), within Mission 4, Component 1, Investment 3.4, Investment 4.1. and Mission 4, Component 2, Investment 3.3.

The Libera Università di Lingue e Comunicazione IULM, in particular, has resolved to allocate the aforementioned doctorate scholarships to the University's doctorate courses under the following programme:

M4C2 – Inv. 3.3 – Introduction of innovative doctorates that meet the innovation needs of enterprises and promote the recruitment of researchers by enterprises;

M4C1 – Inv. 3.4 - Digital and environmental transitions;



M4C1 – Inv. 4.1 – PNRR Research;
M4C1 – Inv. 4.1 - Public Administration;
M4C1 – Inv. 4.1 – Cultural heritage.

Research projects related to individual grants under this call shall be:

- a) in line with the objectives and goals of Regulation (EU) 2021/241, the overall strategy and the detail sheet of the PNRR Component;
- b) oriented towards the achievement of the results measured by reference to milestones and targets possibly assigned to the Investment within the terms established by the PNRR;
- c) compliant with the "Do no significant harm" (DNSH) principle pursuant to Article 17 of Regulation (EU) 852/2020 in line with the technical guidelines prepared by the European Commission (European Commission Communication 2021/C58/01);
- d) appropriate to address and redress gender inequality;
- e) in support of the participation of women and young people, also in accordance with the provisions of Decree-Law No. 77 of 31 May 2021 (the so-called Simplification Decree), as amended by Conversion Law No. 108 of 29 July 2021, in relation to the management of the PNRR;

The selection and awarding of scholarships may only take place on topic-bound subjects, a description of which can be found in the information sheets for each doctorate course (Annex) for the total number and within the scope of the doctorate courses as indicated here below:

Research Doctorate Course	Number of scholarships	Scope
Communication, Markets and Society	2	Doctorate in Entrepreneurship
	1	Public Administration
	1	Digital and environmental transitions
	1	PNRR Research
Visual and Media Studies	3	PNRR Research
	1	Cultural heritage

Pursuant to the aforementioned Ministerial Decrees 117/2023 and 118/2023 the acceptance of the scholarships covered by this call for applications compulsorily requires:

- study and research periods in companies, research centres or public administration bodies, including museums, institutes of the Ministry of Culture, archives, libraries: **from a minimum of 6 months to a maximum of 12 months**
- study and research period abroad: **from a minimum of 6 months to a maximum of 12 months** (extendable to 18 months only in the case of co-operation with a foreign university)

Following the enrolment of the winning candidates following the selection process, the Ministry of University and Research (MUR) will proceed to verify the eligibility of the projects for PNRR support, and ANVUR will proceed to verify their compliance with the requirements of Ministerial Decrees 117/2023 and 118/2023. Once these checks have been completed, the MUR will communicate the final allocation of the funding due to the University. **Admission to the doctorate**



courses of winners of positions is therefore to be considered subject to the positive verification of eligibility and conformity of the allocation of ministerial funding.

Should the ministerial funding not be granted, all candidates who have accepted the scholarship and enrolled will be promptly notified by email.

Art. 2 – Requirements for Admission

Application is open, without limitations on age and citizenship, to all those who possess the educational qualifications required by the current legislation:

- degree taken in accordance with the regulations that were in force prior to the reform pursuant to Ministerial Decree no. 509/1999;
- specialised degree taken in accordance with Ministerial Decree no. 509/1999 or a Master's Degree taken in accordance with Ministerial Decree no. 270/2004;
- second-level academic qualification awarded by an institution in the AFAM category (Institutes of Higher Studies in Art, Music and Dance);
- academic qualification obtained overseas, on condition that it is comparable in duration and level to the Italian qualification so as to allow access to the course, and whose suitability has been checked in advance by the Academic Board for the sole purpose of granting admission to the competition, in compliance with current legislation on the recognition of qualifications for the continuation of studies.

Graduands are permitted to enrol *sub condicione* subject to obtaining their qualification by the date of enrolment on the doctorate course and in any case by the deadline of 30th September 2023, with submission of the qualification certificate to the Office of Institutional Affairs (dottorati@iulm.it) otherwise forfeiting admission if the outcome of the selection process was positive.

Stateless persons are considered equivalent to foreign nationals not belonging to the Member States of the European Union.

The Rector may at any time, by Rector's Decree, exclude a candidate for failure to satisfy the prescribed requirements. The Rector's Decree of exclusion will be sent to the interested party by registered letter with return receipt, with prior notice sent by e-mail.

Art. 3 – Application procedures and deadlines

The application for admission, together with qualifications held, and any documents or publications deemed useful for the selection process, **must be presented online, under penalty of exclusion**, using the dedicated online application (PICA) at <https://pica.cineca.it/iulm/> by **12 noon on 5th September 2023**.

Submission of the application for admission implies acceptance on the part of the candidates of the rules contained in the call.

The online application will necessarily require the possession of an e-mail address for self-registration on the system. Applicants must enter all the data required for generating the application and attach the documents in PDF format.

Up to the application deadline, the system allows you to save in draft mode. The date of the online submission of the application is certified by the computer system by means of a receipt that will be automatically sent by e-mail. **Once the deadline for submission has expired, the system will no**



**Finanziato
dall'Unione europea**
NextGenerationEU



longer allow you to access or send the online form.

The University accepts no responsibility for any malfunctions due to the overloading of networks or application systems.

No other method for submitting applications or documentation needed for participation is permitted.

Each application will be assigned an identification number which, together with the competition code indicated in the online application, must be specified for any subsequent communication.

To submit the application it is necessary to:

- save the PDF file without modifying it;
- print the PDF file;
- sign the document;
- scan the signed document and upload it to the system.

The system also accepts documents with a Digital Signature (e.g. smart card, USB token or Remote Signature).

In implementation of the rules on self-certification, the University will proceed to verify the truthfulness of the self-certification and declarations in accordance with Presidential Decree no. 445/2000.

Under penalty of exclusion, the following documents must compulsorily be attached, either in Italian or in English:

- *curriculum vitae*, which is valid as self-certification pursuant to Articles 46 and 47 of Presidential Decree 445/2000 as regards possession of the qualifications specified therein;
- degree thesis relating to the qualification used for admission;
- *abstract* in the case of graduands, signed by the candidate and the thesis supervisor and self-certification of examinations taken with the marks awarded;
- research project relevant to the aims of the doctorate course that will be the subject of the interview. The research project will have to illustrate: topic, objectives, research problems, methodology and timing of the research and contain an initial bibliography describing the state-of-the-art developments in the area of research;
- any publications complete with identifying data (authors, title, journal/book, number of pages, year and place of publication);
- copy of a currently valid identity document;
- copy of the tax code (*codice fiscale*) if the candidate has Italian citizenship;
- copy of the payment of €100 relating to the pre-enrolment fee for the competition to be made by bank transfer to:

Libera Università di Lingue e Comunicazione IULM
Via Carlo Bo, 1 - 20143 Milano

Bank: Banca Popolare di Sondrio

Via Santa Maria Fulcorina, 1 - 20123 Milano

IBAN: IT12M0569601600000022000X14

BIC/SWIFT (for bank transfers from abroad) POSOIT22

Documento informatico sottoscritto con firma digitale ai sensi del D.Lgs. n. 82/2005 e ss.mm.ii.



Reason for payment: surname and name of candidate *tassa concorso ammissione PhD XXXIX*.

For international transfers: select *OUR* for bank charges and enter the BIC/SWIFT code.

Non-EU citizens applying for visas (not resident in Italy) are exempt from paying the participation fee.

The pre-enrolment fee will not be refunded in the event of non-admission to the courses or forfeiture of enrolment in the courses.

Candidates may also attach the following to their application:

- any other document deemed suitable to prove professional qualifications, scientific output and aptitude for research;
- any other qualifications and certification that the applicant considers appropriate to present;
- a list signed by the candidate of all the documents and qualifications presented.

The research project discussed during interview is not binding when assigning the actual research topic if admitted to the course.

Pursuant to law no. 104/92 as modified by law no. 17/99, candidates with disabilities may obtain additional time and/or aids to carry out the competition examination. For this purpose, the candidate needs to make a specific request in the application.

Under the terms of Article 75 of Presidential Decree no. 445/2000, if the IULM Administration discovers, on the basis of its appropriate checks, the untruthfulness of the content of the declarations made by the candidate, the declarant will lose the benefits granted by the measure issued on the basis of an untruthful declaration.

Data will be processed in accordance with Legislative Decree no.196 of 2003 (Personal Data Protection Code), as amended, and Regulation (EU) 2016/679 (General Data Protection Regulation).

Art. 4 – Academic Board

The Academic Board for the admission examination is formed and appointed in accordance with the Regulations in force. It is made up of three members, respecting where possible gender balance, chosen from full professors and associate professors, at least one of whom is a full professor and at least one an external professor, belonging to the Scientific Disciplinary Sectors pertaining to the doctorate.

The Board shall designate from among its members a Chair and a Secretary for recording the minutes.

Art. 5 – Entry examination

The admission examination consists of an oral test preceded by the evaluation of qualifications and publications; the result of the evaluation will be published on the University website together with the dates of the test, which will take place at IULM University in Milan. The date and time of the



interview will be announced at least 20 days in advance by means of a notice published on the University website at the following links:

<https://www.iulm.it/it/offerta-formativa/dottorati-di-ricerca/communication-markets-and-society/ammissioni/> section: *bandi*.

<https://www.iulm.it/it/offerta-formativa/dottorati-di-ricerca/dottorato-visual-media-studies/ammissioni/> section: *bandi*.

Any changes will be published on the same web page.

The schedule of the days and times of the tests will for all legal purposes constitute the official invitation to attend. No written invitation to candidates will therefore follow.

All communications relating to this call will be made by e-mail exclusively through the e-mail address specified by the applicant when submitting the application via the PICA platform.

The University shall not be held responsible for the loss of communications due to inaccurate information regarding the candidate's residence, contact details or e-mail address, or due to failure or delay in communicating changes thereof, or for any telematic errors not attributable to the University.

In the event that the candidate is unable to attend the oral test in person, he/she may submit a justified request to carry out the test online to the Rector by e-mail (dottorati@iulm.it) by **12 noon on 5th September 2023**.

The test consists in the discussion of the project presented, illustrating the candidate's research activity (for this purpose, any publications and/or qualifications presented by the candidate will be taken into consideration, giving preference to training or study courses carried out abroad) as well as its compatibility with the disciplinary areas of the doctoral programme. The Board may ask the candidate general questions so as to allow them to demonstrate knowledge of relevant disciplinary areas. The test includes verification of the candidate's knowledge of English.

The doctorate courses are conducted mainly in Italian; candidates whose mother tongue is not Italian are required to have a command of Italian, which shall be verified during the oral test.

In order to take the oral test, candidates must present a currently valid identity document.

Art. 6 – Selection procedure

The Board can award a total of 50 points. A maximum of 20 points will be reserved for the evaluation of qualifications, which will be carried out before the oral test takes place; the score for admission to the next stage must be no less than 13 points.

A total of 30 points will be awarded for the oral test. The pass mark for the test will be no less than 20 points.

The final mark will be the sum of the points awarded for the assessment of qualifications, and of the points awarded for the evaluation of the oral test.

Documento informatico sottoscritto con firma digitale ai sensi del D.Lgs. n. 82/2005 e ss.mm.ii.



Each Board shall draw up merit-based rankings on the basis of a comparative assessment of the candidates to be admitted to the chosen doctorate course in the order of their ranking until the number of places available have been filled. The study grants will be assigned in accordance with the ranking order. In case of equal performance an assessment of the financial situation determined in accordance with current legislation regarding the right to study shall prevail. In case of further equal performance the youngest candidate shall prevail.

In case of selected candidates giving up their right prior to the beginning of the course, they will be replaced by the same number of candidates selected according to the order of the ranking.

In the event of successful placement in the rankings for more than one course, the candidate must exercise an option for one doctorate course only.

On completion of the selection process the Office for Institutional Affairs will communicate the outcome of the competition by registered post with return receipt, with advance notice sent by e-mail. The candidates admitted to the course shall be excluded if they do not offer their acceptance by filling in the appropriate enrolment form within **five days** of receiving the communication. In this case another candidate shall replace them according to the order of the ranking.

The ranking list has the effect of an official communication for non-winners, therefore the requirement of publicising the acts is to be considered fulfilled.

Art. 7 – Study grants

In addition to the obligations laid down in the University Regulations on research doctorates, **doctorate students on scholarships pursuant to Ministerial Decrees 117/2023 and 118/2023 must undertake to:**

- produce, every six months (unless otherwise specified subsequently by the ministerial authorities), a report indicating the time commitment (broken down into months in the company, at the University and abroad) and a summary of the main activities carried out; reporting will be done through a special online platform and using the forms provided therein;
- ensure compliance with the reporting and information requirements set out in Article 34 of Regulation (EU) 2021/241 by indicating in all documentation that the Programme is funded under the PNRR, with explicit reference to funding by the European Union and the NextGenerationEU initiative;
- comply with the principle of not doing significant harm to environmental objectives, pursuant to Article 17 of Regulation (EU) 852/2020.

The study grants are awarded according to the ranking set out in the comparative assessment of Italian and EU candidates, or non-EU but resident in Italy, or holders of a residence card, that is the Permit to Stay [“permesso di soggiorno”] for one of the reasons specified in Article 37, paragraph 5, of Law no. 40 of 6 March 1998.

In cases of equal performance what shall prevail is the evaluation of the economic situation determined under the terms of the Prime Ministerial Decrees of 30 April 1997 and 9 April 2001, as amended.



The grants, which amount to €16,243.00 gross of social security charges payable by the doctorate students, are paid in monthly instalments in arrears and are for the entire length of the course (three-years). The amount is increased by 50% for any documented consecutive periods of study abroad lasting more than 15 days, for an overall maximum total of 12 months, increased to 18 in the case of co-tutorships with foreign subjects or associated doctorates.

In the event of a doctoral student who has received a grant renouncing the continuation of the course or losing the right to the grant, they shall forfeit the right to the grant for the portion not accrued, with the obligation to return the portion already received in the year of reference, unless justified and proven reasons are given.

From the moment of submitting the application, the candidate shall be aware that - in addition to the provisions of the University Regulations on research doctorates - winners of scholarships under Ministerial Decrees 117/2023 and 118/2023 may have their scholarships revoked in the following cases:

- undertaking a doctorate course in a manner that differs from the project accepted for funding where the necessary authorisation was not previously requested or subsequently granted by the MUR;
- failure to carry out periods of study and research in companies, research centres, public administrations and abroad as set out in Article 1.

The study grant is subject to the payment of INPS contributions (separate state health and welfare insurance scheme) under the terms of Article 2, paragraph 26, of Law no. 335 of 8 August 1995, as amended. Doctoral students shall enjoy the benefits of related health coverage and rights. The doctoral student must not have already benefitted from another doctoral scholarship (not even in part).

Art. 8 – Regional benefits for the right to study

Doctoral students can take advantage of the benefits made available as part of IULM University's right to university study activities, in accordance with the provisions of the Prime Ministerial Decree of 9 April 2001 (and any subsequent amendments) and Legislative Decree no. 68 of 29 March 2012. The DSU Office of IULM University establishes the limits and procedures for doctoral students' access to the benefits and defines the list of eligible candidates. For the submission of applications and any further information, applicants may contact the DSU Office of IULM University (tel. 02/891412890 – e-mail: dirittoallostudio@iulm.it, www.iulm.it Section: *diritto allo studio*) and consult the University website www.iulm.it under the right to study section.

Art. 9 – Enrolment procedures

Within the mandatory deadline of **five days** from the day following receipt of the registered letter communicating the outcome of the procedure, admitted candidates must submit a fully-completed application for enrolment.

For successful candidates with a foreign qualification, the diploma must be translated and legally authenticated by the competent Italian representative offices in accordance with the applicable regulations for the admission of foreign students to degree courses at Italian universities or, alternatively, a Statement of Comparability issued by CIMEA.



Non-EU citizens must supplement their application for enrolment with the relevant certificates, relating to the declarations contained in their application. The acts and documents drawn up in foreign languages must be translated and legally authenticated by the relevant overseas Italian diplomatic or consular representatives in compliance with the measures in force in the State itself.

Non-EU citizens applying for a visa must pre-register on the University Portal <https://www.universitaly.it/index.php/dashboard> under the heading "international students" in order to apply for an entry visa.

Enrolment is considered finalised only upon the issue of an entry visa for study in Italy, which is the exclusive responsibility of the Italian diplomatic representations abroad, regardless of the eligibility acquired.

The winners of the competition are obliged to pay the stamp duty due on their application to render it valid.

Art. 10 – Obligations and rights of doctoral students

Within the scope of the right to study, a doctoral student is a university student enrolled in a post-graduate training course and is treated in the same way as students enrolled in first and second cycle degree courses. Admission to the doctorate course pursuant to Ministerial Decree 226/2021 requires **exclusive, full-time commitment** and entails the obligation to attend lessons and teaching activities scheduled by the Doctorate Board, without prejudice to the possibility of specific conditions in relation to students enrolled pursuant to article 18, paragraph 3 of the University Regulations for Research Doctorates and to students enrolled in courses activated pursuant to article 4, paragraph 1) of the aforementioned Regulations

The simultaneous use of other scholarships is forbidden, with the exception of those granted by Italian or foreign institutions to supplement the training and research activities of doctoral students through stays abroad.

Subject to the authorisation of the Doctorate Board, doctoral students may carry out **paid supplementary teaching activities** up to a maximum of forty hours per academic year and **unpaid tutoring activities** up to the same limit. This commitment shall in no way compromise the study of research activities. The teaching shall be optional and shall not give rise to any rights as regards access to roles within the University. Doctoral students have an obligation to confidentiality with regard to the research activities in which they participate.

The Doctorate Board may, at the request of the person concerned, authorise the doctoral student **with or without a scholarship** to carry out paid activities that enable them to acquire skills relating to the doctorate training area, after assessing their compatibility with the benefits they offer to the course activities. However, in the case of solvent doctoral students, the Board must take into account their need to be able to provide themselves with the necessary means to continue their studies.

Each doctoral student may be funded, in addition to the study grant and within the existing financial resources in the budget, with a budget for research activities in Italy and abroad appropriate to the type of course, and in any case for an amount of not less than 10% of the annual amount of the scholarship to be paid, following the presentation of suitable proof of the costs incurred. This benefit is extended to solvent doctoral students.

In the case of withdrawal from studies, please refer to the provisions of the current Regulations on



**Finanziato
dall'Unione europea**
NextGenerationEU



doctorate programmes.

As from the 2022/2023 academic year, simultaneous enrolment of students in two courses of study is permitted in accordance with Law no. 33 of 12 April 2022 and its implementing decrees.

According to the Regulations in force, the start of activities for doctorate courses is normally in October of each year.

Art. 11 – Processing of personal data

The privacy policy for the processing of personal data is available in the Privacy Policy section of the IULM website at the link https://www.iulm.it/wps/wcm/connect/iulm/ffacaacc-fb76-4e29-a553-20ebd454353a/Info+domanda+partecip+dottorati_ITA_ENG+030918.pdf?MOD=AJPERES

Art. 12 – Responsibility for procedure and online publicising of the Call for Applications

Dr Giuseppina MASTRO, Head of the Office for Institutional Affairs, is in charge of the procedure of comparative assessment for this Call for Applications. This decree is also published online on the University website www.dottorati.iulm.it and on the website of the Ministry of University and Research (MUR).

Art. 13 – Reference to applicable regulations

For all matters not provided for in this Call for Applications, the legal and regulatory provisions regarding research doctorates shall apply.

The teaching and training objectives of the doctorate courses are published on the University website <https://www.iulm.it/it/offerta-formativa/dottorati-di-ricerca>

Il Rettore
Prof. Gian Battista Canova



Firmato digitalmente da
Gian Battista Canova
Università IULM



COMMUNICATION, MARKETS AND SOCIETY	
Relevant scientific disciplinary sectors	M-PSI/06 – SECS-P/01- SECS-P/02 – SECS-P/06 – SECS-P/07 – SECS-P/08 – SPS/02 – SPS/07 - SPS/08 – SPS/09
Length of course	3 years
Total number of places	5
Covered by study grants	5 (2 of which co-financed by companies)
Selection method	<ul style="list-style-type: none"> • Evaluation of qualifications • Oral test
Coordinator of Doctorate Board	Prof. Stefania Romenti
Evaluation of qualifications	<p>1) First cycle degree mark: Max 3 points 2) Second cycle degree mark: Max 6 points 2 bis) Degree mark awarded under old system: Max 9 points 3) Research project: Max 6 points 4) Publications in extenso (already published or accepted by publisher) / participation as speaker in conferences in the last two years: Max 2 points 5) Participation in postgraduate master's courses, training courses, specialisation schools, possession of a second degree: Max 1 point 6) Documented collaboration in research and study: Max 1 point 7) Documented periods of study and/or research abroad for periods of 2 months or more: Max 1 point</p> <p>The Board reserves the right to evaluate periods of less than two months if such periods are due to early return caused by documented force majeure and solely due to COVID-19. For graduating students the score for points 2 or 2 bis will be replaced by an evaluation of the average exam mark:</p> <ul style="list-style-type: none"> ➤ Second cycle degree course: Max 6 points ➤ Degree to be awarded under old system: Max 9 points
Ministerial Decree 117/2023	
<p>Investment: M4C2 – Inv. 3.3</p> <p>Action: Doctorate in Entrepreneurship</p> <p>Title: <i>“Application of neuromarketing techniques for the recognition and valorisation of the Made in Italy brand in the food sector: from the classification of stimuli using machine learning solutions to the interpenetration of artificial intelligence and neuroscience”</i></p>	<p>Project description: The candidate will undertake analyses of the overall communication effectiveness of the MADE in ITALY brand, using the innovative approaches of neuromarketing and Artificial Intelligence. The main objective, therefore, is to verify the effectiveness of the communication of the Made in Italy brand with regard to the main agri-food products: olive oil, cheese, and wine, and to develop counterfeit detection systems that also rely on AI, with the aim of understanding whether the Made in Italy sign of distinction and brand enhancement strategies are sufficient by analysing not only what is 'declared' but also what is actually experienced by consumers, as well as analysing what emotional response it is able to generate depending on the type of product in different cultures (Italians vs. Europeans) and the different channels of promotion of the 'Italy' brand. Identify which elements of the current Made in Italy communication strategy or solutions do not achieve the expected objective.</p>



<p>Co-financing company: <i>Corfilac Ragusa</i></p> <p>No. grants: 1</p>	
<p>Investment: M4C2 – Inv. 3.3</p> <p>Action: Doctorate in Entrepreneurship</p> <p>Title: <i>"NeuroBrand: Advanced Brand Reputation Analysis using Neuroscientific Techniques: from machine learning to the interpenetration of artificial intelligence and neuroscience"</i></p> <p>Co-financing company: <i>Omnicom Public Relations Group Italy S.r.l.</i></p> <p>No. grants: 1</p>	<p>Project description: The candidate, after having acquired the knowledge and technical skills to use the main neuroscientific research methodologies, will have the objective of developing a research project aimed at testing and standardising a system for analysing brand reputation and brand relationships, using neurometric techniques capable of integrating the data collected with classical techniques such as questionnaires or traditional market survey tools. More specifically, the study will make it possible to develop an analysis system, and a consequent strategic development process to improve the communication of Italian companies, through brand enhancement processes.</p>
Ministerial Decree 118/2023	
<p>Investment: M4C1 – Inv. 3.4</p> <p>Action: Digital and environmental transitions</p> <p>Title: <i>"Environment, Landscape and Digital Communication"</i></p> <p>No. grants: 1</p>	<p>Project description: Climate change and the fragility of the environment and landscapes are transforming relationships and both public and private communication. Anthropisation makes sustainability a priority. Landscapes need protection, marketing, branding, fundraising.</p> <p>The doctoral project aims to respond to transversal training and research needs.</p> <p>The project focuses on three themes:</p> <ol style="list-style-type: none"> 1) Environment and digital communication Public and private stakeholders need to review their approach to safeguarding and monitoring, by sharing communication and making it omnichannel. Relational models and strategies are changing. 2). Landscape and reporting Digital technologies and the richness of datasets (from reports to the efficiency and effectiveness variables of international organisations such as the latest GRI - Global Reporting Initiative Standards) innovate models for measuring, reporting and evaluating environmental, economic, business and social performance. 3). Landscape, marketing, fundraising and digital branding



	<p>The communication of the environment, territories and landscapes must adopt a dual channel approach, offline and online, to which specific resources must be dedicated, thus creating originality in marketing, fundraising and digital branding.</p> <p>Collaboration with emblematic stakeholders guarantees the doctoral student field analysis and synthesis that can be replicated in specific organisational and territorial contexts. The IULM centres and observatories will be of fundamental support.</p>
<p>Investment: M4C1 – Inv. 4.1</p> <p>Action: Public Administration</p> <p>Title: <i>“Supporting the climate negotiation and communication skills of young people”</i></p> <p>No. grants: 1</p>	<p>Project description:</p> <p>The candidate will be responsible for analysing the interaction dynamics of young climate activists, both with regard to institutions and within their peer groups. The aim will be to identify a model and a set of best practices to improve the relationship between young people and institutions on the climate issue and related social issues.</p> <p>The candidate will use a variety of methodologies, including neuro-scientific methodologies, which they will learn during their doctoral studies. They will also have to interact with intra- and inter-governmental public institutions in order to create channels of dialogue with young people and policy makers. They will also have to interface with businesses that in various ways can act as mediators in this relationship.</p>
<p>Investment: M4C1 – Inv. 4.1</p> <p>Action: PNRR Research</p> <p>Title: <i>Valorisation of frontline employees in the context of the 'Great Resignation': a sustainable approach in the retail and service sector</i></p> <p>No. grants: 1</p>	<p>Project description:</p> <p>Work has changed considerably with the phenomenon of the 'Great Resignation', in which many workers, especially in retail and services, decide to voluntarily leave their posts. This leads to an increase in turnover, particularly in frontline roles, which are considered key to maintaining lasting customer relationships and ensuring quality service. Simultaneously, corporate sustainability - which includes employee well-being - is gaining importance, also recognised in Goal 8 of the UN SDGs. It is therefore necessary to direct resources and attention towards the enhancement of frontline workers, which is considered crucial for corporate sustainability in the retail and service sector. The project aims to conduct a detailed investigation of such valorisation in relation to the Great Resignation, exploring strategies and practices to retain and valorise these workers, with a focus on corporate sustainability and compliance with Goal 8 of the UN SDGs. The research will be conducted through literature reviews, case studies, interviews and surveys, using statistical and qualitative analysis. Expected outcomes include recommendations on how to improve the valorisation of frontline employees and reduce turnover, helping to close the gap in the literature on the Great Resignation, employee valorisation and corporate</p>



	sustainability.
--	-----------------

VISUAL AND MEDIA STUDIES	
Relevant scientific disciplinary sectors	L-ART/01 – L-ART/03 – L-ART/04 – L-ART/05 – L-ART/06 – L-ART/07 – L-FIL-LET/11 – L-FIL-LET/14 – M-FIL/01 – M-FIL/02 – M-FIL/04 – M-FIL/05 – M-FIL/06 – L-LIN/04 – L-LIN/10 – L-LIN/12 – SPS/08 – IUS/10
Length of course	3 years
Total number of places	4
Covered by study grants	4
Selection method	<ul style="list-style-type: none"> • Evaluation of qualifications • Oral test
Coordinator of Doctorate Board	Prof. Vincenzo TRIONE
Evaluation of qualifications	1) First cycle degree mark: Max 3 points 2) Second cycle degree mark: Max 6 points 2 bis) Degree mark awarded under old system: Max 9 points 3) Research project: Max 6 points 4) Publications in extenso (already published or accepted by publisher) / participation as speaker in conferences in the last two years: Max 2 points 5) Participation in postgraduate master's courses, training courses, specialisation schools, possession of a second degree: Max 1 point 6) Documented collaboration in research and study: Max 1 point 7) Documented periods of study and/or research abroad for periods of 2 months or more: Max 1 point The Board reserves the right to evaluate periods of less than two months if such periods are due to early return caused by documented force majeure and solely due to COVID-19. For graduating students the score for points 2 or 2 bis will be replaced by an evaluation of the average exam mark: ➤ Second cycle degree course: Max 6 points ➤ Degree to be awarded under old system: Max 9 points
Ministerial Decree 118/2023	
Investment: M4C1 – Inv. 4.1 Action: Cultural Heritage Title: <i>Implementation of the use of technology for the enhancement of historical, monumental and landscape heritage</i> No. grants: 1	Project description: The implementation of the use of technology, and the evolution and dissemination of digital technology, have produced new approaches to the enhancement of historical, monumental and landscape heritage. In particular, video-game and immersive technologies such as Extended Reality (including Virtual Reality, Augmented Reality, Mixed Reality, Digital Twins) and the Internet (emblematic, the phenomena of NFTs and the Metaverse), which extend multiple activities of museums, archaeological sites, and archives into virtual universes, amplifying the experience while guaranteeing the preservation of perishable materials. There is, however, an artistic and landscape heritage that can be enhanced through



	<p>extra-specific forms of perspective-taking, zenithal or bird's-eye views, through new machine eyes that allow aerial video footage with special characteristics. The analysis of images produced by drones, satellites, surveillance cameras, etc. will make it possible to exploit a representative and visual potential, through: 1) novel approaches to the valorisation of heritage elements, 2) the production of a counter-narrative aimed at combating the crystallisation of hegemonic and uniform visual cultural models, 3) the realisation of new models of fruition and accessibility capable of reaching a wider audience.</p>
<p>Investment: M4C1 – Inv. 4.1</p> <p>Action: PNRR Research</p> <p>Title: <i>Archives, memory and new digital platforms</i></p> <p>No. grants: 1</p>	<p>Project description:</p> <p>In today's television and media scenario, over-the-top content streaming platforms play an increasingly central role not only in the way audiovisual content is created, produced and distributed, but also in relation to the way collective memory is collected and shared, producing a new ecology of remembering and forgetting. OTTs can no longer be thought of as mere libraries of thousands of hours of content: through digital platforms, contemporary audiences can choose to engage with representations of the past in a unique and particular way, negotiating a shared understanding of history and their own past.</p> <p>Today's platforms represent a complex and unstable context, where the flattening of cultural production (Nieborg and Poell, 2021), seems to be leading towards an increasingly contingent, malleable and user feedback-informed delivery of content. Garde-Hansen (2009) had already pointed out how digital platforms function as creative archives (of history and memories, of the self). The project encourages a focus on the topic of national television archives, to investigate how they dialogue with and enable a new form of fruition of shared historical memory through digital platforms, closer to the new generations.</p> <p>The aim is for the candidate to carry out fieldwork to analyse the ways in which audiovisual content is archived and preserved, but also to investigate issues related to distribution and related rights.</p>
<p>Investment: M4C1 – Inv. 4.1</p> <p>Action: PNRR Research</p> <p>Title: <i>The history of digital art: a new heritage</i></p>	<p>Project description:</p> <p>It is often thought that digital arts are a relatively new field, connected to recent phenomena such as NFTs. While these phenomena are certainly part of the defined field within the 'digital arts' sector, it must also be emphasised that their history goes back much further. On closer inspection, in fact, artists have always had relationships with complex technologies, opening up new poetic perspectives and reflections on our</p>



<p>No. grants: 1</p>	<p>society. From the historical avant-gardes, through video art, computer art, experiments with robotics and genetics, to the advent of digital art in the 1990s, artists have always had relationships with the technologies that are fundamentally changing our societies, constantly establishing relationships with disciplines outside the purely artistic sphere, such as science, innovation, or the history of technology. Digital arts, therefore, are an extremely important heritage, historically rooted, conceptually complex and jagged, still in need of historical-critical reflection. The project, therefore, aims to re-evaluate this heritage through archive work, its digitisation, and dissemination strategies. Reconstructing a history of digital arts is, therefore, not only important to add information to the history of contemporary art, but above all to allow a new field of study to emerge, which is still very topical today given the presence of sectors such as artificial intelligence, virtual reality, blockchain, and sound art, in the art world.</p>
<p>Investment: M4C1 – Inv. 4.1</p> <p>Action: PNRR Research</p> <p>Title: <i>Fashion heritage and archives</i></p> <p>No. grants: 1</p>	<p>Project description: Since the 1990s, with the advent of globalisation, the heritage and cultural-historical assets of luxury companies and brands have become increasingly important. Proof of this is the multiplication of retrospective exhibitions, company museums and the revival of previously dormant historical brands that has taken place in the last quarter of a century. In this sense, a fashion archive is no longer just a place for the preservation of production materials, but reconfigures itself as a space for the relationship between cultural heritage and the specific production of a brand, from a creative and communicative point of view. The need emerges to investigate the themes, criteria and methods of the dialogue between corporate archives and cultural archives, fundamental and complementary elements in fashion studies. The aim of the project is to encourage a focus on an archive that allows the investigation of practical and theoretical issues related to fashion heritage..</p>