

PhD in Management, Production and Design

Research Title:

Management and impact of high-tech hybrid entrepreneurship

Funded by	DIGEP
-----------	-------

Supervisor	Prof. Paolo Landoni (paolo.landoni@polito.it)
------------	--

Contact	https://www.swas.polito.it/rubrica/scheda_pers.asp?matricola=021125
---------	---

Context of the research activity	<p>New technologies are radically changing the economic landscape, becoming, for both startups and corporations, an essential part of a competitive strategy. Additionally, new needs are emerging from society, and society is increasingly paying attention to the social and environmental impact that companies have through their activities. As a consequence, several companies are introducing social innovations leveraging new technologies, and several companies are using new technologies to improve their Corporate Social Responsibility (CSR) strategies and sustainability.</p> <p>Furthermore, some companies have chosen to change their purely lucrative nature into a hybrid one between profit and non-profit: a shift that has important legal, managerial and financial implications. Examples of these new companies are Benefit Corporations (Italy has been among the first to introduce them in the legal system) and innovative startups with social aims (Imprese innovative a vocazione sociale – SIAV). New actors have emerged to finance these companies and their scaleup: the impact investing movement involves a growing number of subjects, from foundations and impact funds to impact (business) angels.</p> <p>This phenomenon is increasingly studied in the literature, which pays attention to the development of new business and financial strategies that can combine sustainability and innovation.</p>
----------------------------------	---

Objectives	<p>The goal of this PhD position is, therefore, to study the management and impact of these new forms of social and hybrid enterprises that merge the attention to social impact and sustainability to technology and innovative business models. The PhD research will adopt a multidisciplinary approach able to combine the analysis of socio-economic, legal, and managerial aspects. The work will consider both qualitative (case studies) and quantitative analysis and will include the analysis of the characteristics and implications of different legal typologies of startups with a significant social impact. These startups will be analysed and compared with other high-tech startups in order to identify differences in business models, adoption of technology and economic, social and environmental impact on society. The analysis will also consider the financial support received by these companies, comparing in particular the role of business angels and impact (business) angels in the early phases of the startups development.</p>
-------------------	--

Skills and competencies for the development of the activity	<p>The PhD candidate should have an in-depth knowledge of legal and economic-managerial aspects of innovation and hybrid enterprises (Benefit Corporations, social enterprises, SIAVs, etc.). The candidate should also be familiar with the dynamics and the actors of entrepreneurial ecosystems (venture capital, business angels and incubators/accelerators, etc.). Basic or advanced knowledge on statistics and econometrics will also be positively evaluated.</p>
--	--