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## 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 no. 509 of 3<sup>rd</sup> November 1999;

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- 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 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 the 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** Ministerial Decree no. 630 of 24 April 2024, and in particular Mission 4 ‘Education and Research’, Component 2 ‘From Research to Enterprise’ - Investment 3.3 ‘Introduction of innovative doctoral programmes that meet the innovation needs of enterprises and promote the recruitment of researchers by enterprises’, including the resources not subject to allocation as a result of the granting provisions of Ministerial Decree no. 117/2023, as well as the resources deriving from the redetermination of the unit amount of the scholarship co-funded by the Ministry, of 2,868 (two thousand eight hundred and sixty-eight) three-year doctoral scholarships for the attendance on innovative doctorate courses (hereinafter, also courses) accredited pursuant to Ministerial Decree no. 45/2013 XXXVII cycle - Academic Year 2021/2022 and pursuant to Ministerial Decree 226/2021 XXXVIII cycle and XXXIX cycle - Academic Years 2022/2023 and 2023/2024 and to be accredited pursuant to Ministerial Decree 226/2021 and pursuant to Ministerial Decree 470/2024 XL cycle - Academic Year 2024/2025.
- CONSIDERING** the note of the Ministry of University and Research of 2nd May 2024, protocol no. 8660 on ‘Mission 4 - Component 1 “*Increasing the supply of education services: from nurseries to universities*”, Investment 3.4

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*“Advanced university teaching and skills” and Investment 4. 1 ‘Extension of the number of PhDs and innovative PhDs for public administration and cultural heritage’ and Component 2 ‘From Research to Business’, Investment 3.3 ‘Introduction of innovative PhDs that respond to the innovation needs of businesses and promote the recruitment of researchers by businesses’. Ministerial Decree 629/2024 and Ministerial Decree 630/2024 - academic year 2024 /2025 - Operational Instructions.” indicating the date of 7 June as the deadline for closing the accreditation procedure for PhD courses for the XL cycle;*

**CONSIDERING**

the note of the Ministry of University and Research of 6th May 2024, Protocol no. 6567 containing indications on the *‘Ministerial Decree of 2 May 2024 (prot. no. 639), concerning the determination of the scientific-disciplinary groups (‘GSD’) and the relative declarations, as well as the rationalisation and updating of the scientific-disciplinary sectors and the linking of the latter to the scientific-disciplinary groups, pursuant to art. 15 of Law no. 240 of 30 December 2010’*, which states that, in compliance with the provisions of art. 2, paragraph 4, of Ministerial Decree no. 639/2024, each university must complete the classification of teaching staff, through the adoption of the relevant rector's decrees, within 45 days from the date of publication in the Gazzetta Ufficiale of 2 May 2024 of Ministerial Decree no. 639 of 30 December 2010, and therefore by 24 June 2024;

**PENDING**

the adoption of the Decree referred to in Paragraph 1 of Art. 15 of Law no. 240 of 30 December 2010, as amended by Paragraph 6-bis of Law no. 79 of 29 June 2022, any references to the competition macrosectors and sectors contained in this call for applications shall be understood as referring to the scientific-disciplinary groups;

**WHEREAS**

on the date of issue of this decree the University has started, but not completed, the work to comply with the specifications of Ministerial Decree no. 639 of 2 May 2024, for the purposes of this call for applications, reference is made to the scientific disciplinary sectors previously in force;

**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;

**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 Decree no. 630 of 2024;



- CONSIDERING** the decisions taken by the Academic Senate in their meetings of 18 March 2024 and 6 May 2024;
- CONSIDERING** the decisions taken by the Doctoral Board in their meetings on 31 May 2024;
- 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 co-funding company will cover the remaining expenses;
- 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;
- HAVING EVALUATED** the opportuneness of initiating the selection procedures subject to verification of the continued fulfilment of the accreditation requirements by the Ministry of University and Research;
- SUBJECT TO** ratification by the Academic Senate and the Board of Governors

## 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 4 scholarships pursuant to the aforementioned Ministerial Decree 630/2024, for a three-year period, for attendance on doctorate courses for the academic year 2024/2025, cycle XL, to be funded by the funds allocated by the National Recovery and Resilience Plan (PNRR), within 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;

Research projects related to individual grants under this call shall:

- a. be in line with the objectives and goals of Regulation (EU) 2021/241, the overall strategy and the detail sheet of the PNRR Component;
- b. be 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. be 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. be appropriate to address and redress gender inequality;
- e. be 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;
- f. relate to disciplinary and thematic areas in line with the needs of the country, as well as of the regional territories covered by the programme, in terms of highly qualified figures and oriented towards meeting the innovation needs of companies as set out in the PNRR;
- g. promote, while respecting intellectual property rights, the exploitation of research results both within the activity of the co-funding companies, also with a view to technology transfer, and in the scientific sphere, by means of an appropriate circulation of the results pursued, in any case in accordance with the principles of 'Open Science' and 'FAIR Data'.

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	4	Doctorate in Entrepreneurship

Pursuant to the aforementioned Ministerial Decree 630/2024 the acceptance of the scholarships covered by this call for applications compulsorily requires:

- study and research periods in companies **from a minimum of six (6) months to a maximum of eighteen (18) months**, even non-continuous, over the three-year period;
- study and research period abroad: **from a minimum of six (6) months to a maximum of twelve (12) months** (extendable to 18 months only in cases of co-operation), over the three-year period

The above-mentioned periods of study and research are separate and must be carried out in separate entities.

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 Decree 630/2024. 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 the ministerial funding.**



**Should ministerial funding not be granted, all candidates who have accepted the scholarship and enrolled will be promptly notified by registered letter with return receipt, with prior notice sent by e-mail.**

### **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 **16 September 2024**, with submission of the qualification certificate to the Office of Institutional Affairs ([dottorati@iulm.it](mailto: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, 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 (Italian time) on 10 July 2024.**

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 longer allow you to access or send the online form.**

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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;
  - **in the case of graduands** the *thesis abstract* 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
  - 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:

**Beneficiary:** 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

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

**Reason for payment:** surname and name of candidate - PhD XL - PNRR

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 University Regulations in force for research doctorates. 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 15 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*.

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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](mailto:dottorati@iulm.it)) by **12 noon (Italian time) On 10 July 2024**.

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 proficiency in 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.

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.

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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 Decree 630/2024 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  
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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 Decree 630/2024 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 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).

**It should also be noted that candidates who have renounced PNRR scholarships in the XXXVIII cycle and XXXIX cycle are excluded;**

#### **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 Fees, Contributions and Right to Study 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 Fees, Contributions and Right to Study Office of IULM University (tel. 02/891412890 – e-mail: [dirittoallostudio@iulm.it](mailto:dirittoallostudio@iulm.it)) and consult the University website [www.iulm.it](http://www.iulm.it) in the section ‘*diritto allo studio*’.

**Doctoral students with a scholarship** are only required to pay the regional tax for the right to study, currently € 140.00. The amount of the fee will be confirmed after it has been determined by the Regione Lombardia for the academic year 2024/2025.

#### **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.

The above-mentioned documentation, for the purposes of enrolment, must be submitted by successful candidates to the Office for Institutional Affairs ([dottorati@iulm.it](mailto:dottorati@iulm.it)) by **16 September 2024** at the

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latest, under penalty of exclusion from the competition ranking, in order to meet the deadlines laid down by the aforementioned Ministerial Decree 630/2024.

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 2 and 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 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 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](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](http://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





<b>COMMUNICATION, MARKETS AND SOCIETY</b>	
<b>Relevant scientific disciplinary sectors</b>	INF/01 – IUS/02 – M-FIL/02 – 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
<b>Length of course</b>	3 years
<b>Total number of places</b>	4
<b>Covered by study grants</b>	4
<b>Selection method</b>	<ul style="list-style-type: none"> <li>➤ Evaluation of qualifications</li> <li>➤ Oral test</li> </ul>
<b>Coordinator of Doctorate Board</b>	Prof. Stefania Romenti
<b>Evaluation of qualifications</b>	<p>1) First cycle degree mark: <b>Max 3 points</b></p> <p>2) Second cycle degree mark: <b>Max 6 points</b></p> <p>2 bis) Degree mark awarded under old system: <b>Max 9 points</b></p> <p>3) Research project: <b>Max 6 points</b></p> <p>4) Publications in extenso (already published or accepted by publisher) / participation as speaker in conferences in the last two years: <b>Max 2 points</b></p> <p>5) Participation in postgraduate master's courses, training courses, specialisation schools, possession of a second degree: <b>Max 1 point</b></p> <p>6) Documented collaboration in research and study: <b>Max 1 point</b></p> <p>7) Documented periods of study and/or research abroad for periods of 2 months or more: <b>Max 1 point</b></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.</p> <p>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"> <li>➤ Second cycle degree course: <b>Max 6 points</b></li> <li>➤ Degree to be awarded under old system: <b>Max 9 points</b></li> </ul>
<b>Ministerial Decree 630/2024</b>	
<p><b>Investment:</b> M4C2 – Inv. 3.3</p> <p><b>Action:</b> Doctorate in Entrepreneurship</p> <p><b>Title:</b> <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><b>Project description:</b></p> <p>The project focuses on an analysis of the communicative effectiveness of the MADE in ITALY brand, using the innovative approach of neuromarketing and Artificial Intelligence (AI) - used not only to study the reaction to brand communication and promotion, but also for a better tracking of products in the supply chain -, with reference to the main agri-food products: olive oil, cheese, and wine. Furthermore, the project intends to develop counterfeiting detection systems that are also based on AI in order to: i) understand whether the Made in Italy sign of distinction and brand enhancement strategies are sufficient and which emotional attitude they generate in different cultures (Italians vs. Europeans) through different promotional channels of the ‘Italy’ brand; ii) identify which elements of the current Made in Italy communication strategy or solutions do not achieve the expected objective; iii) identify</p>



<p><b>Co-funding company:</b> CoRFiLaC</p> <p><b>No. grants:</b> 1</p>	<p>combinations of elements that better communicate Italian Style and the quality of the products.</p>
<p><b>Investment:</b> M4C2 – Inv. 3.3</p> <p><b>Action:</b> Doctorate in Entrepreneurship</p> <p><b>Title:</b> “<i>Cultural and Creative Carbon Cut</i>”</p> <p><b>Co-funding company:</b> Fondazione Santagata per l’Economia della Cultura</p> <p><b>No. grants:</b> 1</p>	<p><b>Project description:</b></p> <p>The research activity intends to contribute to identifying concrete measures to be implemented in each cultural sector in order to achieve carbon neutrality in Italy by 2050, proposing feasible, measurable, scalable and applicable interventions in the different sectors, while respecting the cultural diversity and specificities of each area. More specifically, the objectives of the research project include: (i) the assessment of the overall and sectoral situation of the creative and cultural sector with respect to the changes and measures undertaken to tackle climate change, also with respect to the European context; (ii) an assessment of the main sources of emissions in culture; (iii) the proposal of strategies in response to the criticalities that have emerged and concrete measures that are valid at national level; (iv) the identification of the potential for decarbonisation obtained from a greater introduction of technology in the cultural production process, of the needs in terms of organisational change, governance and dialogue with local stakeholders, skills and training.</p>
<p><b>Investment:</b> M4C2 – Inv. 3.3</p> <p><b>Action:</b> Doctorate in Entrepreneurship</p> <p><b>Title:</b> “<i>AI per la sostenibilità aziendale: sviluppo di soluzioni integrate per una CSR innovativa e globale</i>”</p> <p><b>Co-funding company:</b> Synesthesia srl</p> <p><b>No. grants:</b> 1</p>	<p><b>Project description:</b></p> <p>The project explores the application of artificial intelligence (AI) to optimise communication strategies for CSR initiatives and to improve their management through an analysis of consumer behavioural data. In the first phase, the research will focus on the development of communication strategies that use AI to analyse large amounts of data. Subsequently, the research will investigate how to sort and prioritise different sustainability initiatives, developing algorithms capable of assessing their environmental, social, and potential economic return. AI will also provide advanced tools to quantify how CSR activities influence brand perception, customer satisfaction, and financial performance, through sophisticated metrics and predictive models. Finally, the project envisages the development of an AI-based product or service, designed to be sold to other companies, that will integrate all the aspects covered, offering a solution to implement an effective CSR solution that aligns sustainability goals with economic goals, promoting an innovative and sustainable business model.</p>



<p><b>Investment:</b> M4C2 – Inv. 3.3</p> <p><b>Action:</b> Doctorate in Entrepreneurship</p> <p><b>Title:</b> <i>“Sustainability and environmental issues: study of a multi-disciplinary research operational model for testing the degree to which concepts are internalised by end consumers of high-impact products.”</i></p> <p><b>Co-funding company:</b> Teseo srl</p> <p><b>No. grants:</b> 1</p>	<p><b>Project description:</b></p> <p>The project, using neuro-sensory techniques and classical (qualitative and quantitative) survey techniques, intends to construct a valid and easily applicable standardised pathway capable of estimating the relationship between ‘conformist adherence’ and ‘personal adherence’ to ESG topics, so as to predict future consumer behaviour. The possibility of identifying characterising neurological elements of the typical personality traits used in classical research by referring to the Big Five or the Pentascope (owned by Teseo) for the modulation of neurophysiological indicators in neuromarketing research frames the project within an entirely innovative field of research. If until now neuro data have been conditioned by biological factors such as age, gender and ethnicity, this project intends to develop a predictive system that can enrich the explanatory and predictive value of the current neuro-engagement model developed by the IULM Neuromarketing Research Centre</p>