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Supervisor Expression of Interest MSCA - Marie Skłodowska Curie Action - (PF) Postdoctoral Fellowship 2023

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Department Name: Department of Management, Economics and Industrial Engineering (DIG) of Politecnico di Milano

Research topic:

MSCA-PF Research Area Panels:

- ECO_Economic Sciences
- ENG_Information Science and Engineering
- ENV_Environmental and Geosciences
- LIF_Life Sciences
- MAT_Mathematics
- PHY_Physics
- SOC_Social Sciences and Humanities
- CHE_Chemistry

Brief description of the Department and Research Group:

The Department of Management, Economics, and Industrial Engineering (DIG) of Politecnico di Milano was established in 1990. Its mission is to have a positive impact on society by creating and sharing knowledge at the crossroads between engineering, management, and economics. To this end, it engages in outstanding research, high quality education, and service to the community. Specifically, DIG pursues scientific excellence by adopting a tailored approach which relies on multi-disciplinarity, diverse methodologies, and intense connections with practitioners and policymakers. With approximately 140 professors, DIG is one of the largest departments of Politecnico di Milano.

More information can be found at: <https://www.som.polimi.it/en/>

DIG HumanTech program has been selected and funded by the Ministry of University and Research (MUR) for the period 2023-2027 within “Dipartimenti di Eccellenza” (Law 232/2016), the ministerial initiative aimed at rewarding the departments that stand out for the quality of their research and at financing specific development projects.

In particular, the objective of HumanTech is to redefine the relationship between technology and human beings so as to enable a sustainable digital transition of industrial systems. The project aims



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to propose new models and processes for the development and adoption of technologies, capable of accelerating the transition towards sustainable, inclusive industrial systems that make individual and collective well-being a priority.

The ReMAPS (Rethinking Management in Artis and Public Service) research group carries on studies and applied researches aimed at supporting institutions and organizations that operate in the strategic fields of Arts and Public Services to rethink and innovate how policies and management are designed and implemented.

All ReMAPS researchers share the common belief for a collaborative and multidisciplinary approach to such kind of innovation to conciliate and integrate different goals, perspectives, methodologies and experiences.

Collaborating with the ReMAPS group guarantees state-of-art results due to the diversified portfolio of its researchers' competencies and their established network with leading institutions and organizations in both Italy and Europe.

[About | ReMAPS \(polimi.it\)](https://polimi.it)

[Labs e Centri - Politecnico di Milano School of Management \(polimi.it\)](https://polimi.it)

TITLE of the project: “Not Anymore a Child Left Behind: Designing and Assessing Cultural Agendas For Corporate Responsibility”

Brief project description:

A growing number of organizations is blurring its boundaries and building relations with the arts and cultural heritage sectors (Lafaire et al., 2022). Examples are, without limitations, philanthropic support to archeological landmarks (Flamand et al., 2021), sponsorships of cultural events and partnerships with cultural institutions (Lewandoska, 2015), creation of artists in residency programs (Meisiek & Barry, 2018), investment on proprietary artistic collections (Bargenda, 2021), and establishment of business campuses of aesthetic value (Paolino & Antal, 2020).

Organizations embark on such initiatives not just for competitive advantages, but also for social purposes (Giannecchini, 2020; Masè, 2020), such as: improving employees' well-being and collaboration (Garavan et al., 2015); revitalizing industrial and inner zones for sustainable urban development (Konior & Pokojaska, 2020; Mason et al., 2021); ideating inclusive services for ending discriminations (Skoglund & Holt, 2020); and supporting local artists and minor communities (Williams & Biggemann, 2023). Equally, even policymakers are conceiving programs to boost industry-arts collaboration for sustainable development (Biraglia & Gerrath, 2020), and an increasing number of management schools are hosting courses between heritage and business with the intention to stimulate future managers' responsible thinking (Ippolito & Adler, 2018; Schungg & Song, 2020; Taylor & Ladkin, 2009).

While business organizations, education sites, and policymakers are recognizing culture as the fourth pillar of corporate sustainability (Masè, 2020), in academia corporate cultural responsibility (i.e., business organizations' commitment to the world of arts and cultural heritage sector) has been overlooked as if it “*lost a seat*” at the table of Corporate Social Responsibility (CSR) (Bzdak, 2022).



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Furthermore, although artistic initiatives have been linked to contributions beyond the solely business returns (Pulh et al., 2019), there is a lack of systematic evidence on how organizations design their cultural agendas to generate social and cultural contributions (Riviezzo et al., 2022), and how they assess the realized outcomes on society (Ferreira, 2018). This is even more crucial when bearing in mind that organization's support to the arts in social reporting is a predictor for the achievement of CSR rewards (Campa & Zijlmans, 2019). Further, even if Covid-19 pandemic and grand challenges offers great opportunities to actively engage with sustainability goals, it also endangers their resources (He & Harris, 2020), which makes monitoring organizations' cultural agendas even more relevant.

The present project aims to delve into these shady questions, through a combination of qualitative and quantitative methods. It will start with a propaedeutic systematic literature review to map the forms and the related social and cultural outcomes of organizations' collaborations with the art world. Then, at the empirical level, qualitative methods will be used to identify and compare diverse practices for designing organization's cultural agendas for sustainability. The propositions from the qualitative inquiry will then be further modelled into hypotheses and tested through quantitative methods for generalizability of results.

With this articulation, the project proposal wishes to build a bridge between the academic communities interested on corporate support and investments in the arts, CSR initiatives and strategies, and performance measurement for sustainability reporting.

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