

ECONOMICS & MANAGEMENT OF INNOVATION & SUSTAINABILITY (EMIS) PhD Program	
Cycle	XXXIII
Duration	3 years
Coordinator	Prof. Stefano AZZALI – Department of Economics email: stefano.azzali@unipr.it

	TOPICS	Main contents
1	Normative aspects and the effects of agricultural and agribusiness policy	The research focus on the impacts of agricultural and food policies on strategies of farm holdings and food supply chains, as well as the assessment on the area of production in terms of sustainability. The research, in particular, will focus on the evaluation of the new European Regulations on CAP reform, Food Quality Schemes and Short Food Supply Chains
2	Accounting & Auditing	This specific research field develops issues relates to Financial reporting and Analysis, with specific focus on financial accounting and book keeping, as well as local and international accounting standards/gaap, to Auditing, with specific focus on control systems (internal auditing, rules and law compliance, internal and external control systems and committees), Corporate Governance, Corporate Social Responsibility (CSR) and non-financial disclosures.
3	Environmental and natural resource economics	Analysis of the drivers and the effects on economic performance (productivity, employment) of environmental innovation processes spread in sectors and enterprises, with emphasis on the role of policies and spatial phenomena The efficiency and effectiveness analysis of the European environmental policies (EU ETS, Circular Economy package, Waste framework directive, etc ..), with emphasis on innovation and invention effects (Green Patent)

4	Knowledge, organization, human capital and labour economics	This thematic area is strongly interdisciplinary. It focuses on knowledge and human capital as key elements for the economic, technological and social development. Cross-fertilization between conceptual perspectives at different analytical levels is emphasized in order to study the connections between economic and innovation policies, strategic and organizational choices by systems / networks of organizational actors or individual organizations, and human resource management / job design choices within enterprises.
5	Cultural economics: politics and management	By the end of the program, Ph.D. students will have developed an understanding of the critical areas that cultural organizations must deal with, including Strategy, Development, Stakeholder engagement, Budgeting, Accounting. Additionally, students will have debated international case-studies in the field of cultural economics and management, and discussed advanced concepts applied by cultural managers
6	Economics and industrial and development policy	The reference is to Applied economics themes with special attention to the analysis of industrial and development dynamics, territories, internationalisation processes and enterprise behaviour. In this framework, particular in-depth analyses are dedicated to comparative studies on enterprise strategies and public policies for industry and development. Special attention is devoted to studies and analyses related to Italy, European countries, the U.S. and Asian countries.
7	Economics and public sector management	<p>During last few years, due to the economic crisis, public debt highly increased in most countries. In the meantime, in developed economies, income inequalities and wealth spread are observed. Which are the state's income and the unintended consequences associated to a reasonable property tax linked to public debt reduction policies? Europe has been at the centre of relevant immigration flows. How to redesign the new European welfare state?</p> <p>In this context, public management issues are relevant and need to be faced, analysing the most interesting and effective approach for public administrations and public organizations' management, both at national and international level. Thus, the organizational characteristics, the principles, the methods and managerial accounting tools will be investigated.</p>

8	Finance and risk management	<p>The research area in Finance and Risk Management aims to study the main risks characterising financial and insurance companies. These studies include (but are not limited) to:</p> <ul style="list-style-type: none"> - the impact of ESG indexes on credit risk evaluation; - the relationship between corporate social responsibility and bank and insurance risk-taking; - the relationship between corporate governance and bank and insurance risk-taking; - the reputational impact of main bank and insurance risks.
9	Health Care and Health Care Management	<p>The research area is mainly devoted at developing PhD's ability with regard to the following topics: Health economics methods both with regard to clinical pathways and organizational processes; Quality measurement and clinical performance evaluation; Management control systems, cost management, and decision making process' implications; Management of health sector organizations and analysis of innovation processes and sustainability.</p>
10	Brand and Value Creation	<p>Over time the role and functions assumed by the brand have undergone major changes in the face of social and economic changes that have increased the complexity of the market scenario. This project aims to investigate the factors that define the role of the brand in the most advanced economic and social systems. In particular, attention will be paid to those factors in recent years have become increasingly important for consumers, for manufacturers and for retailers, such as sustainability, ethics and certification. The analysis will be mainly focused on the supply side.</p>
11	Performace evaluation, balance analysis and business management auditing	<p>The aim of the research are is to allow PhD students to develop critical knowledge and abilities associated to the most innovative accounting technologies supporting managerial processes at the organizational level. Both financial dimension and non-financial dimension associated to organizations' performance representation will be investigated. That will allow a better understanding, planning, implementation of the companies' strategies.</p>
12	New entreprneurship, company strategies and managerial development	<p>The research area focus on entrepreneurship, as well as on the entrepreneurs' characterizing features and their relation with the firm' success, both with regard to companies and SMEs. The issues associated to the strategic orientation and to managerial development are investigated, too.</p>

13	Intangible resources and management system, evaluation and reporting according to financial and non-financial indicators	The research area aims at focusing on the original matters linked to the analysis of intangibles and intellectual capital, and their implication for managerial systems. Thus, reporting function and its ability to improve organizations' decision making process will be faced in organizations belonging to both in the national context, and the international one.
14	Economic decisions in the presence of risks	Economic decisions are usually taken in a context where decision makers deal with risk. This fact has many and significant implications for decision makers behavior which is usually different when risk is taken into account and when it is not. In the light of this, the aim of this project is twofold. On one hand, we aim to study how the presence of one or more risks affects decision maker choice with a specific reference to consumption and saving/investment decisions. On the other hand, we aim to analyze how different instrument used to deal with risk (e.g. prevention and insurance) are influenced by the features of decision makers preference and, more specifically, of their utility function.
15	Consumer Behaviour & Marketing Management	The topic of branding has received significant attention in the marketing management literature. Recently, there has been an attempt to apply branding constructs to non-traditional products, such as places (cities, tourist destinations, countries, ...). The goal of the project is to investigate how branding theories can be applied to place branding. Specifically, it aims to a proper conceptualization of place brand using different measurement approaches for the different elements of the brand. In this context, the evidence that place identities often overlap, contradict or complement each other, regardless of existing territorial-administrative boundaries, will be carefully considered.
16	Regional and Territorial system	Research and studies on the 1) competitiveness of cities, regions and regional systems, their attractiveness with respect to firms, startup companies and creative talents, 2) the level and quality of regional allocations, in terms of equipment and facilities, infrastructures, services and R&D centers, 3) the capacity to promote resilient communities and policies to adapt the human eco-system to the climate change.
17	Developing a Sustainable New Business Model in Insurance Brokerage Corporates through the Intellectual Capital Analysis	Considering the growing role played by the insurance brokers in the economic context, the research area aims at promoting an analysis of their business model, as well as at defining the business model innovation drivers, while exploring the extent to which the intellectual capital and the sustainable development paradigm could enhance the innovation.