

Luiss
PhD & Education Funding

Courses of the Luiss PhD in Management

Coordinator: Prof. Matteo De Angelis

LUISS 



The **Luiss PhD in Management** is a 4-year academic training program aimed at enabling participants to be competitive in the international academic market at the highest level.





It combines courses in research methodology, epistemology and academic career orientation with “vertical” courses in the majors of:

- **Marketing**
- **Strategy & Innovation**
- **Organization**

(i.e., “field courses”)

In particular, we offer **6 courses** (of 15 hrs of lectures/seminars each) within each of the three majors.

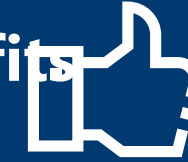
We decided to open the field courses in the above 3 areas to the potential audience of PhD students from outside Luiss.

The target audience are students currently enrolled in a PhD program in Italy or abroad.

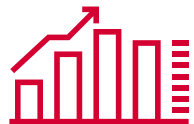
These courses, covering the main and currently “hot” streams of Strategy/Innovation, Marketing and Organization, are taught by faculty of recognized international academic standing from, Luiss and leading international universities.

In the remainder of the document, we present a brief description of the various courses in each area, the timing of delivery, pricing and how to enroll.

Enrolling in Luiss PhD field courses offers obvious benefits to students from other universities:



- obtaining high-level, comprehensive and specific training in the relevant field;
- getting in touch with faculty of recognized international standing in their research fields;
- networking with Luiss PhD students selected based on their potential to become researchers of international standing;
- possibility (to be evaluated with the home university) of obtaining useful course credits to complete one's PhD;
- possibility (to be evaluated with Luiss faculty and home university) of obtaining teaching assistant on Luiss courses or research contracts.



MAJOR IN MARKETING

Key Topics in Marketing

Prof. Michele Costabile

Prof Gregory Carpenter

Consumer Behavior

Prof. Matteo De Angelis

Prof. Rumen Pozharliev

Data Collection and Experimental Design

in Behavioral Research

Prof. Gabriele Paolacci

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Courses of the Luiss PhD in
Management

Marketing Modelling

Prof. Peter Leeflang

Experimental design for marketing

Prof. Irene Scopelliti

Text mining in marketing research

Prof. Francisco Villarroel



MAJOR IN STRATEGY & INNOVATION

Empirical Methods for Strategy Research

Prof. Valerio Pelucco

Strategic Management

Prof. Giovanni Valentini

International Business

Prof. Matteo Caroli

Prof. Antonio Majocchi

 **Luiss Campus, Via Lisbona n° 7 (Rome)**

Corporate Governance

Prof. Alessandro Zattoni

Innovation Management

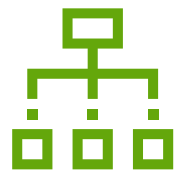
Prof. Andrea Prencipe

Industrial Dynamics

Prof. Valentina Meliciani

Prof. Francesca Lotti





MAJOR IN ORGANIZATION

Experimental design for organization research

Prof. Silvia Dello Russo

Social Network Analysis

Prof. Daniele Mascia

Organizzazione Theory

Prof. Jannis Kallinikos

Luiss Campus, Via Lisbona n° 7 (Rome)

Organization Behavior

Prof. Silvia Dello Russo

Prof. Fabian Homberg

Frontiers in organizing and organizations:

**new themes, new forms, new
paradigms** - Prof. Cristina Alaimo

Prof. Luca Giustiniano

Organization and Technology

Prof. Luigi Marengo



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Major in Marketing

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Key Topics in Marketing

Prof. Michele Costabile (Luiss Guido Carli)

Prof. Gregory Carpenter
(Kellogg School of Management)

This course will review major contributions and recent developments in marketing strategy. We will examine prevailing theories of competition and strategy, as well as emerging ones, to discuss their foundations and implications. Although scholars in marketing often focus on quantitative or behavioral approaches, many important topics in marketing can be analyzed from multiple perspectives due their

April 2025

CFU: 3



15 h

Furthermore, within the behavioral or quantitative areas, scholars use a range of different paradigms, concepts, and methods in their research. Many doctoral seminars, however, focus on small set of conceptual approaches and methods. In contrast, this class provides students an introduction to a broad variety of conceptual, methodological, and paradigmatic approaches used in marketing.

Key Topics in Marketing

Prof. Michele Costabile (Luiss Guido Carli)

Prof. Gregory Carpenter
(Kellogg School of Management)

The main goal is to enable participants to generate new ideas, new research topics, and new applications for existing concepts and theories. The course will require that each participant be actively involved in each session. Seminar participants will be assigned readings to present or to discuss, but all participants will be expected to read every article assigned for every meeting.

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 15 h

Based on these discussions, we will conclude each session with a discussion of potential new research questions that participants could explore to develop publishable research.

Consumer Behavior

April 2025

Prof. Matteo De Angelis (Luiss Guido Carli)

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 15 h

Prof. Rumen Pozharliev (Luiss Guido Carli)

This course will introduce students to the topic of consumer behavior. The main objective will be to present students with a comprehensive model that describes in detail the consumer decision making process and the different cognitive and affective stages that drive to different decisions consumers might take (e.g., purchase, choice, sharing, engaging on social media, etc.).

Consumer Behavior

Prof. Matteo De Angelis (Luiss Guido Carli)

Prof. Rumen Pozharliev (Luiss Guido Carli)

The course will revolve around the idea that consumers are driven by both internal and external factors in their decision making. Internal factors include, for instance, their perceptions, motivations, learning ability, memory, attitudes and personality, while external factors include situations in which the decision has to be made (e.g., the physical environment)

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and social influences (i.e., impression management, social norms, willingness to influence other people, etc.) Across classes, students will have the opportunity to read and discuss recent papers that have combined internal and external factors in driving consumer decisions.

Data Collection and Experimental Design in Behavioral Research

Prof. Gabriele Paolacci
(Rotterdam School of Management,
Erasmus University)

May 2025

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 15 h

The internet has revolutionized how empirical research is conducted across the social sciences. without the need for intermediaries, individual researchers can now conduct large-scale experiments on human participants, longitudinal surveys of rare populations, field tests on social media, and more.

In this course, you will learn how to harness these opportunities while avoiding the many pitfalls of online research. We will cover the nuts and bolts of conducting “lab” experiments on alternative Internet platforms, including techniques to maximize the validity and reproducibility of research findings.

Data Collection and Experimental Design in Behavioral Research

Prof. Gabriele Paolacci
(Rotterdam School of Management,
Erasmus University)

May 2025

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We will also discuss how to unlock the potential of the Internet for more elaborate, richer designs that go beyond simple survey experiments (e.g., diary studies, “field” studies on social media). Importantly, technical and practical insights will explicitly serve the goal to improve the rigor and the publishability of researchers’ own studies.

To this end, we will draw from the open science movement to discuss how to preregister and transparently report online research in a paper.

Marketing Modelling

Prof. Peter Leeflang
(University of Groningen)

September / October 2025

CFU: 3 ⌚ 15 h

It is almost impossible to perform modern and adequate empirical research in marketing without advanced knowledge about models that represent demand and supply on markets. Quantitative models are relevant for researchers as well as for managers in many industries.

In this course we provide the basics of (econometric) model building and we spend ample attention to 4 steps in model building: Specification, Parameterization (i.e., organizing data and estimation), Validation and Re-estimation (using more advanced estimation techniques).

Marketing Modelling

Prof. Peter Leeflang
(University of Groningen)

September / October 2025

CFU: 3  15 h

We will also discuss prediction issues and a number of specific topics such as endogeneity issues, heterogeneity issues, difference in difference models, meta-analysis, hierarchical models and machine learning models.

Throughout we will use chapters of our monograph “Modeling Markets” (Leeflang, Wieringa, Bijmolt and Pauwels, 2015) and a number of the most relevant and the most recent scientific articles. The course starts with a crash course on statistics and linear algebra.

Experimental Design for Marketing

Prof. Irene Scopelliti
(Bayes Business School)

October / November 2025

CFU: 3  15 h

This course will focus on the principles and techniques necessary to collect and analyze data using experimental methods, combining theory, examples from the literature, and hands on experience with both the design of experiments and the relevant analytical techniques, as well as principles of open science and transparent research practices.

Students will have the opportunity to critically discuss existing experimental research as well as to develop their own research idea, and to practice with experimental design and data analysis.

Text Mining in Marketing Research

Prof. Francisco Villarroel Ordenes
(Luiss Guido Carli)

November / December 2025

CFU: 3 ⌚ 15 h

This course delves into the world of text analysis methods, and its implications for marketing research. The main proposition is that private and public organizations can benefit from text data to inform marketing decisions in areas such as product innovation, market structure, brand management, content marketing, and customer service amongst others.

The course provides an overview of the practical and technical (theories, methods, and models) challenges of using text data for marketing insight. Throughout the course students will learn about theories supporting the use of unstructured data in marketing, how to use low code software for text analysis methods, and hands-on implementations using secondary data (e.g., online reviews).

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Major in Strategy & Innovation

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Empirical Methods for Strategy Research

April 2025

Prof. Valerio Pelucco (Luiss Guido Carli)

CFU: 3

 15 h

This course is designed to provide a groundwork for your empirical research, with the aim of assisting you in the creation and advancement of your upcoming research projects. The primary goal of this course is to improve the design of your research projects. To this end, we will focus on the importance of careful theoretical thinking and the conceptual difficulties associated with establishing causality in empirical work.

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Although this is not an econometrics course, econometric concepts, problems, and analyses will be considered, making explicit connections with what you have seen in econometrics courses as well as in other methods courses. Throughout this course, you will also learn how to write an academic paper. We will be focusing on the following areas: (1) formulating a research question, (2) developing a hypothesis, (3) collecting, preparing, and analyzing data (and presenting results).

Strategic Management

Prof. Giovanni Valentini (Luiss Guido Carli)

April / May 2025

CFU: 3 ⌚ 15 h

The field of Strategic Management studies the drivers of persistent performance differentials among firms. In this course, we will first establish the “fact” that these persistent performance differentials exist, and then cover the different theories that have attempted to explain this fact from a historical perspective. We will then discuss some specific strategic decisions that affect these performance differentials and their persistence.

By the end of the course, the students should have achieved a clear map of the field of Strategic Management, understand how to develop an interesting research question in this field, and be better able to structure a research paper to address that question.

International Business

May 2025

Prof. Matteo Caroli (Luiss Guido Carli)

CFU: 3  15 h

Prof. Antonio Majocchi (Luiss Guido Carli)

The main goal of course will be to expose students the main topics and theories in the field of International Business and to discuss how they can be effectively applied in a real research setting. Relevant topics addressed are: different foreign investments modes and their appropriateness in today's global scenario, headquarter-subsidary relationships and sustainability in multinational firms.

Relevant theories include: industrial organization theory (Hymer), product life cycle (Vernon), internalization theory (Buckley and Casson), eclectic theory (OLI) (Dunning), transaction cost theory (Hennart) and resource-based view (Barney). Students will be challenged to use one of such theories to propose potentially interesting research questions.

Corporate Governance

Prof. Alessandro Zattoni (Luiss Guido Carli)

Corporate Governance scholars investigate key topics like the company purpose, the drivers and consequences of agency problems, the design of firm-level governance mechanisms (e.g., active shareholders, boards of directors, executive compensation), and their effects on several company results.

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The course consists of four sessions. The first one introduces corporate governance and explains the foundations of agency theory (AT), the dominant theory in the field.

Corporate Governance

Prof. Alessandro Zattoni (Luiss Guido Carli)

The second session combines this AT perspective, focused on firm-level agency problems, with the institutional theory, which emphasizes the influential role of contextual variables (e.g., culture, rules). The third session analyzes traditional research on board of directors, which is exploring the link between demographic variables and company results.

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CFU: 3 ⌚ 15 h

The last session presents studies aimed at opening the black box of board research, by investigating internal processes and dynamics. By the end of the course, students will have a clear map of the field of Corporate Governance, understand how to develop interesting research questions, formulate sound theoretical frameworks and employ rigorous research methods.

Innovation Management

Prof. Andrea Prencipe (Luiss Guido Carli)

November 2025

CFU: 3 ⌚ 15 h

Innovation is a broad field of research with multiple disciplinary foundations, especially economics, organization theory, sociology, business history, and organizational behavior.

This course aims at providing an in-depth understanding of how research has evolved, with an emphasis on the seminal contributions to the field as well as on current perspectives and debates: students will learn the state-of-the-art research on the practices, strategies and instruments of innovating within and between established organizations. Classes will cover such topics as organizing innovation, open innovation, innovation and digital platforms, leading innovation.

Industrial Dynamics

Prof. Valentina Meliciani (Luiss Guido Carli)

Prof. Francesca Lotti (Bank of Italy, Economic Research Department)

The objective of this course is to bring the latest developments in the literature on industrial dynamics to the students' knowledge. We will address issues concerning: 1) the productivity of firms, with particular attention to those characteristics that influence their resilience to shocks;

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2) the structural transformation of production systems in relation to shocks and macro-trends; 3) the technological transformations with particular attention to the digital revolution and its impact on productivity; 4) the transformations in the international division of labour and the evolution of global value chains.

Industrial Dynamics

November / December 2025

Prof. Valentina Meliciani (Luiss Guido Carli)

CFU: 3  15 h

Prof. Francesca Lotti (Bank of Italy, Economic Research Department)

In particular, after discussing the macro trends characterizing the declining business dynamism and its impact on market structure and productivity growth, the course will deal with bureaucracy, innovation and firm dynamics and their impact on talent allocation and productivity, technological paradigms, and, finally, facts and new trends characterizing today's global value chains.

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Experimental Design for Organization Research

Prof. Silvia Dello Russo (Luiss Guido
Carli)

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The course will cover basic contents related to experimental and quasi-experimental designs, with special attention to field experimental designs. Further, specific declinations of experimental designs in social sciences will be covered, including scenario-based and policy capturing designs, which are increasingly being adopted in OB and HRM research.

The course will also tap into intervention studies as unique examples of field experimental research. Finally, students will be introduced to considering how experimental designs may be used to address both between- and within- person research questions.

Experimental Design for Organization Research

Prof. Silvia Dello Russo (Luiss Guido
Carli)

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The course is built on a series of academic articles that represent foundational references from a methodological standpoint, as well as exemplary empirical contributions that have adopted these designs.

Students will need to read the articles ahead of classes, and on a rotation basis they will present to the class their main take-away. Through active discussion and criticism of these works we will generate insights relevant for the design of their own research.

Social Network Analysis for Organization Research

Prof. Daniele Mascia (Luiss Guido Carli)

April / May 2025

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This course intends to present and discuss the most important social network theories by proposing both conceptual and methodological applications to different industries and fields.

The course is composed of three sessions taking place in three days. The first illustrates some major social network concepts and theories. The second part is aimed at clarifying several network metrics applicable at network-, group- and individual-level of analysis. The third part of the course presents tools for hypotheses testing as well as more recent developments in network analysis such as Exponential Random Graph Models (ERGMs). The course will be strongly based on the use of social network software for data and visual

Organization Theory

Prof. Joannis Kallinikos (Luiss Guido Carli)

May 2025

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The course is an introduction to Organization Theory. It features key issues and perspectives that have marked the field from the first postwar years up to our own days such as those between economic action and its institutional embedment, individual skills versus organizational knowledge, adaptive learning versus natural selection models.

The course briefly considers as well some of the more recent technological breakthroughs, including the role of data and artificial intelligence, and the shifts they have brought about in modes of organizing, control and coordination.

Organization Behavior

Prof. Fabian Homberg (Luiss Guido Carli)

Prof. Silvia Dello Russo (Luiss Guido Carli)

The course is intended to expose the participating PhD students to major lines of theorizing in the field of Organizational Behavior and Human Resource Management. It will enable doctoral students to further their understanding of classic and emerging theoretical perspectives with respect to the multiple levels that comprise organizations.

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In this course we will, in particular, explore psychological processes at the individual and team level that impact the conduct of work in contemporary organizations. In particular, the course will expose students to different levels of theorizing and the consequences of such theorizing for their research design.

Organization Behavior

Prof. Fabian Homberg (Luiss Guido Carli)

Prof. Silvia Dello Russo (Luiss Guido Carli)

Here the course distinguishes single level theorizing, multi-level theorizing and cross-level theorizing in organizational behavior research. The course is built on a series of academic articles that need to be studied before participating in the classes. Through active discussion and criticism of these works we will generate insights relevant for the design of the thesis research.

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Students will be asked to illustrate article(s) on the reading list to the entire class and to present their ideas. As mode of evaluation, students will have to develop a research proposal that will build upon the contents of the course.

Frontiers in Organizing and Organizations: New Themes, New Forms, New Paradigms

Prof. Cristina Alaimo (Luiss Guido Carli)

Prof. Luca Giustiniano (Luiss Guido Carli)

Organization studies scholarship is built upon the idea that traditional organizations are social entities, deliberately coordinated and fenced off from their environment through some form of boundary. However, modern forms of organizing show a broader variety of themes, patterns, and paradigms that do not conform to these notions.

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Organizing is increasingly coordinated via algorithms and data technologies in emergent patterns of human-AI collaboration.

Frontiers in Organizing and Organizations: New Themes, New Forms, New Paradigms

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Prof. Cristina Alaimo (Luiss Guido Carli)

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Also, organizations are increasingly open. Novel organizational arrangements, such as platforms, orchestrate the participation of large and heterogeneous crowds, forming complex ecosystems that cut across traditional boundaries separating organizations and industries. The course deals with contemporary theories and constructs that lie at the very frontier of the field.

Organization and Technology

Prof. Luigi Marengo (Luiss Guido Carli)

November / December 2025

CFU: 3 ⌚ 15 h

The course will discuss topics in organizational economics and, in particular, the interaction between technology and organization. After a brief historical introduction, we will briefly review the main conclusions and open questions of the economic theories of organization.

Then we will analyze how organization and technology interact, with particular emphasis on digital technologies, automation, robotics and artificial intelligence. We will also discuss possible future trends and implications for employment, income distribution, and corporate governance.

Thank you for your attention



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If you are interested in purchasing one or more courses,
please send an e-mail to Luiss PhD & Education Funding
Office
at dottorati@luiss.it to proceed with the registration.