

# MANAGEMENT AND PRODUCTION ENGINEERING

## MUR DM 118 - New economic and innovation models in Web 3.0 and the Metaverse

<b>Funded By</b>	MINISTERO DELL'UNIVERSITA' E DELLA RICERCA [P.iva/CF:97429780584] Politecnico di TORINO [P.iva/CF:00518460019]
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<b>Context of the research activity</b>	New economic and innovation models in Web 3.0 and the Metaverse Progetto finanziato nell'ambito del PNRR – DM 118/2023 - CUP E14D23001740006
<b>Objectives</b>	<p>This PhD bourse offers a unique opportunity to delve into the emerging field of new economic and innovation models in Web 3 and the metaverse. The research will focus on understanding the transformative potential of Web 3 technologies and the metaverse in various sectors, such as finance, fashion, gaming, healthcare, and more.</p> <p>Through this doctoral program, the selected candidate will explore the decentralized infrastructure of Web 3 and its core component, blockchain technology, which is reshaping how information is stored, shared, and owned. The research will also investigate the metaverse, a digital universe where users can have immersive and personalized experiences.</p> <p>The candidate will study the economic vision and innovation models associated with these emerging technologies, identifying the challenges and opportunities they present.</p> <p>Furthermore, the research will explore the integration of Web 3 and the metaverse with other cutting-edge technologies, including IoT, Artificial Intelligence, Edge Computing, and 5G/6G. The aim is to understand how these technologies can synergistically enhance the functionalities and user experiences in the metaverse.</p> <p>The interdisciplinary nature of this PhD bourse encourages collaboration across fields like computer science, economics, marketing, and innovation studies. The successful candidate will have the opportunity to engage in advanced research, analyze industry case studies, and propose novel</p>

economic and innovation models tailored to the unique characteristics of Web 3 and the metaverse.

**Skills and competencies for the development of the activity**

Applicants for this PhD bourse should have a strong background in management, economics, or a related field, with a keen interest in emerging technologies and their impact on the economy. Proficiency in blockchain technology, data analysis, and market research is highly desirable. Additionally, candidates should possess excellent analytical, critical thinking, and communication skills.

The ideal candidate will demonstrate a passion for exploring new frontiers in technology-driven innovation, a capacity for interdisciplinary collaboration, and a vision for shaping the future of economic models in Web 3 and the metaverse. Prior research experience in related fields will be advantageous.