



Dipartimento  
Meccanica  
Matematica  
Management

MUR  
Dipartimento  
di Eccellenza  
2018-2022  
2023-2027

## Research project

**Nome and Surname:** Umberto Panniello

**Title:** Virtual and digital economy

**Description:**

This research project invites proposals exploring the transformation of economic activities brought about by technological advancements such as metaverse platforms, blockchain-based tokens, and other virtual and digital infrastructures. These developments are reshaping how companies design and deliver value, and how consumers engage with products, services, and brands.

A range of methodologies—qualitative (case studies, multiple case studies), quantitative (data crawling, econometric modeling, simulations, surveys, text mining), and mixed methods—can be considered to analyze these phenomena. The ultimate goal is to define models, tools, and policy recommendations to better understand and manage the new paradigms emerging from virtual and digital innovation.

Proposals are encouraged in (but not limited to) the following areas:

- **Mapping and modeling business model innovation** in the context of the metaverse and token economy;
- **Analyzing the economic impact** of virtualization and digitalization in business processes;
- **Studying consumer behavior** in virtual and hybrid business environments;
- **Understanding and managing virtualization processes**, including their strategic, operational, and organizational implications;
- **Designing governance models** for virtual platforms and decentralized ecosystems;
- **Investigating the dark side** of virtual and digital economies, including ethical, psychological, and regulatory risks.

This topic is particularly suited for candidates with interests in innovation management, digital transformation, behavioral economics, platform strategy, computer science, data analytics, and emerging technologies. Proposals may address theoretical, empirical, or policy-oriented dimensions and can be focused on specific sectors or cross-industry analyses.

**Candidates should provide detailed CV**

**Contacts**

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