

# PhD in Management, Production and Design

Research Title: Designing the new workplace  
*for a more sustainable,  
safe and productive way to work*

<b>Funded by</b>	TIM
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<b>Contact</b>	<a href="http://www.innovationdesignlab.it/">http://www.innovationdesignlab.it/</a>
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<b>Context of the research activity</b>	<p>The sanitary emergency has radically changed the way we work as well as the intrinsic nature of many professions.</p> <p>What we can define as our ordinary habits have changed, that is the way we communicate, stay together and collaborate.</p> <p>We have often been in difficulty in maintaining a correct work-life balance, and we have felt “isolated” towards the workplace in its broader and community concept.</p> <p>The organization of work is based on assumptions that are outdated today, perhaps inadequate to interpret the era in which we live. So what have we learned?</p> <p>Suddenly, we had to learn to inform ourselves at a distance, to communicate at a distance, to all effects, we had to learn to design new ways of working and new ways of collaborating.</p> <p>In a post-pandemic future, we will see a total transformation in the way we understand our working life. From the design of new tools useful for collaboration and communication to the re-planning and re-organization of physical spaces equipment, from the increase in hardware equipment to secure access to data and applications, to the introduction of Bring Your Own Device logic. This will naturally result in an increase in remote working days, as well as an increase in smart workers. Still, greater flexibility in working hours and the emergence of new professionals within sectors currently excluded from this practice.</p>
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<b>Objectives</b>	<p>Smart working represents clear management and organizational choice in favour of innovation, sustainability and responsibility. The possibility of working remotely or from home, greater flexibility in terms of working hours, a new planning approach to tools, applications and / or physical spaces, gives a glimpse of the near future a renewed role of the worker as well as the company itself, in terms of trust and empathy.</p> <p>To make everything more effective, with the aim also of guaranteeing renewal and evolution in collaboration and communication relationships outside and within the company walls, it will be essential to act with a vision in short as in the long term, taking advantage of the transdisciplinary approach in response to contemporary complexity.</p>
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<b>Skills and competencies for the development of the activity</b>	<p>The research will start from real data to design the new workplace for a sustainable, safe and productive workplace.</p> <p>The systemic design approach will take into account employees' needs as well as RE and HR requirements by integrating product and service design, interior design, management, architecture, ergonomics and psychology, ensuring a human-centric approach and leveraging cutting edge technologies if needed.</p> <p>From a design point of view, the candidate will have to present and mature skills about scenario and behavioural analysis and study of the needs of users and stakeholders; skills in data management and data visualization; skills in the design of services, products, modeling and prototyping - also in the context of digital and interactive products - for the experimentation and testing phase.</p>
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