

**PUBLIC SELECTION BASED ON QUALIFICATIONS AND INTERVIEW FOR THE AWARDING OF NO. 1 EARLY STAGE GRANT LASTING 36 MONTHS FOR CONDUCTING RESEARCH PURSUANT TO ART. 22 OF LAW NO. 240/2010 AT THE CYFE - CENTER FOR YOUNG AND FAMILY ENTERPRISE (SC 13/A1 - ECONOMICS - SSD SECS-P/01 - ECONOMICS) TYPE B**

announced with decree of the Rector Rep. no 507/2018 of 25.07.2018 and posted on the official registry of the University on 25.07.2018

**RESEARCH PROJECT**

**"Techniques and methods of institutional communication in the university field"**

**CYFE Center for Young and Family Enterprise**

**Tutor:** Prof. Paolo Buonanno

**A.D.** SECS-P/01 - Economics

**A.R.F.:** 13/A1 - Economics

The research project aims to investigate, both from the methodological point of view and from the organizational point of view, the communication techniques (both digital and traditional) typical of the universities. In recent years, due to the overwhelming growth of social media, universities, research centres and, more generally, the scientific community have made great efforts to understand the key role of communication and its impact both towards the rest of the academic community and outside the academic community. Despite this increased awareness, most of the universities suffer from communicational gap. The aim of this program is to analyze and study the most effective techniques for institutional communication. Specifically: to oversee and manage the University visual identity, to offer operational and methodological tools to the governing bodies for the promotion of events and institutional activities. The activity will be carried out through a state-of-the-art analysis and benchmarking activity. The second part of the project is to provide useful operational guidance for an effective institutional communication strategy. The outcome of the research will be a series of methods and techniques for the analysis of institutional communication methodologies.