

STRATEGIC MANAGEMENT IN THE DIGITAL ECONOMY (PRACTICE)

A.Y. 2025-2026

INDIVIDUAL PROJECT WORK GUIDELINES

In the frame of 2026 Strategic Management (Practice) topic "Strategies in the midst of Megatrends", we would like you to investigate sectoral trends and related companies' strategies belonging to emerging industries, such as:

- Blockchain
- Virtual Reality
- Renewable and Alternative Energy
- Big Data Analytics
- Cybersecurity
- Cannabidiol (or CBD)
- Biohacking

You can find some more specific ideas in this report: <https://europe.ark-funds.com/wp-content/uploads/2025/02/ARK-Invest-Big-Ideas-2025.pdf>

The **aim** of the project work would thus be to identify the specific industry you would like to focus on, highlight the common threads and core differences in the strategies put in place by companies in the selected industry, once you identify the key elements characterizing the industry itself.

In particular, the analysis might include an overarching industrial profile, followed by an analysis of strategies of two or three leading companies in the selected industry, and one young business entering in the same industry.

We recommend that you scout the web, academic sources and existing reports and insights, e.g., from consultancy companies (e.g., McKinsey, EY, KPMG, Deloitte, Price Waterhouse Coopers, Boston Consulting Group, and so on), besides the companies' websites. If you have direct contacts with some of the businesses in the selected industry, please consider including some primary data you might collect.

For library sources, refer to the material "Strategic Management (Practice) - Re-sources" that you can find in the Moodle channel.

The deadline for submitting the report will be around one week before the exam session you register. On the day of the exam, you will outline the project with a short presentation and answer any questions related to the project work.

If you have any questions, do not hesitate to ask (giovanna.campopiano@unibg.it). If needed, it is possible to arrange two intermediate meetings to check the status of the project work.