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Social network tools and procedures for developing entrepreneurial skills in PhD programmes

D5.2 (WP5): Call for the Selection of Interested Students

Responsible Partner: WEGEMT

Contributor(s): NA



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EXECUTIVE SUMMARY

This document presents the actions taken under Task 5.2 “Selection of students for the demonstration actions”, to launch the call for candidates to participate in the ProdPhD pilot action and prepare the ground for their selection.

This call for candidates was open to all the fields of studies of the WEGEMT associates and other collaborating universities (see Table 1) and reached an estimated number of 500 PhD candidates from 29 universities at 16 European countries.

The development of the pertinent actions commenced in the end of 2021 and was completed in M19 (June 2022), where communication via e-mails, video calls, phone calls and (limited, due to covid restrictions) physical visits was utilized.



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1. Introduction

The type of Deliverable D5.2 “Call for the Selection of Interested Students”, is marked as ‘other’ and this report summarizes the key actions and the means used to launch the call. The selection of the PhD candidates who will finally participate in the subject pilot actions will begin after the due date for applications, and will be based on their experiences, interests, field of studies and their need of new knowledge in the applied content. Additional information about the procedure for selection of candidates for the demonstration actions, the pre-demonstration training sessions, the monitoring and post-demonstration feedback mechanisms can be found in deliverable D5.1 “Definition of the demonstration actions”.

2. Contacted Universities

The academic institutions of Table 1 were selected, contacted and informed about the demonstration actions and a communication campaign was agreed and deployed to approach and invite their PhD candidates to participate.

Nº	Organization	Country	Nº	Organization	Country
1	Aalto University	FI	16	Universidad Politecnica de Madrid	SP
2	Delft University of Technology	NL	17	Universidade de Lisboa, Instituto Superior Técnico	PR
3	Ecole Centrale de Nantes	FR	18	Università di Genova	IT
4	Ecole Nationale des Sciences et Techniques Avancées de Bretagne	FR	19	University College London (UCL)	UK
5	Gent University	BE	20	University of Galati	RO
6	Hochschule Bremen	DE	21	University of Liege	BE
7	National Technical University of Athens	GR	22	University of Southampton	UK
8	Newcastle University – Marine Science and Technology	UK	23	University of Strathclyde	UK
9	Norwegian University of Science and Technology	NO	24	University of Córdoba	SP
10	Piri Reis University	TR	25	Universidad de la Coruna	SP
11	Technical University of Denmark (DTU)	DK	26	Universidad Politecnica de Catalunya	SP
12	Technical University of Gdansk	PL	27	Universidad Autónoma de Madrid	SP
13	Technical University of Istanbul	TR	28	KTH Royal Institute of Technology	SE
14	University of West Attica	GR	29	University of Piraeus	GR
15	World Maritime University (WMU)	SE			

Table 1 –Universities contacted



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3. Communication with WEGEMT associates and other collaborating universities

The ProdPhD consortium arranged video calls with the contact persons at the selected universities to discuss and agree upon the course of actions to engage their PhD students to the demonstration actions.

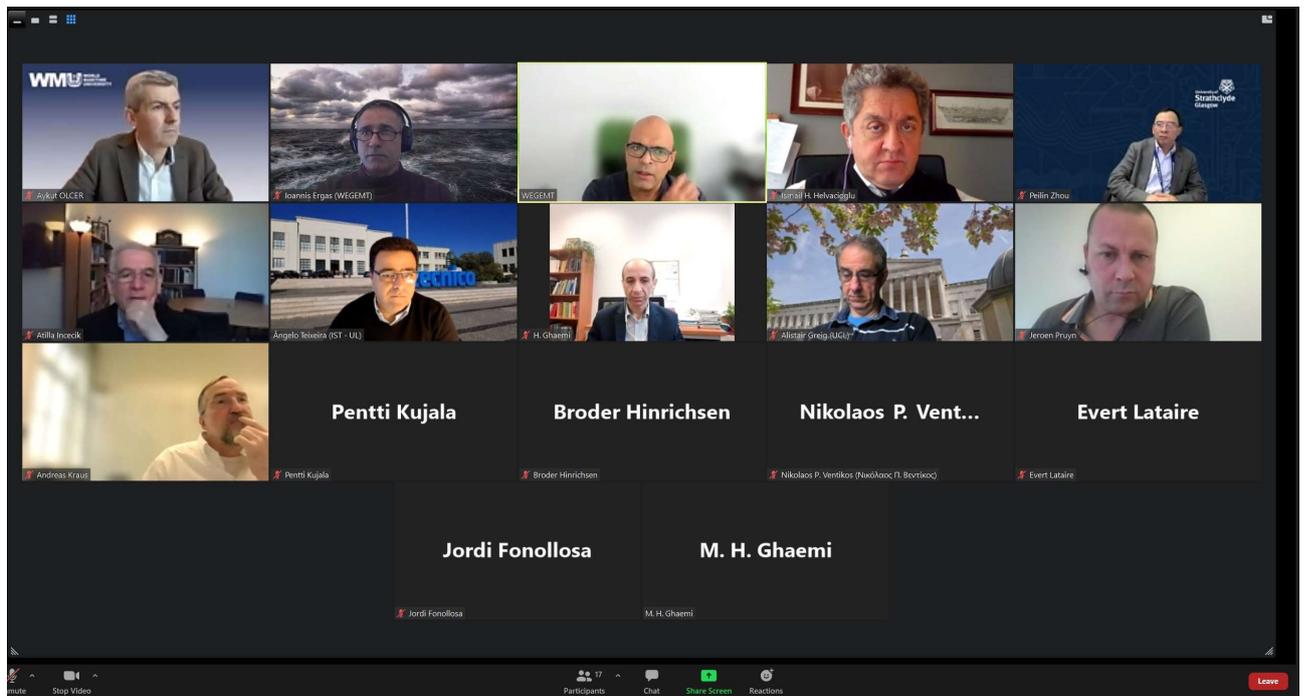


Figure 1 – Video conferences with collaborating universities



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3.2. Social Media post

Social Media channels are nowadays key in disseminating messages and raising awareness, in particular following the COVID-19 pandemic. Looking to get a better understanding of the project and its objectives the social media landscape could enhance the promotion approach. The ProdPhD benefits from the visibility and immediacy of Twitter and LinkedIn, which are the main channels to share and promote the open call for candidates. Communication via the social media is active, short and targeted, using visualisation of the messages through photos and graphics.

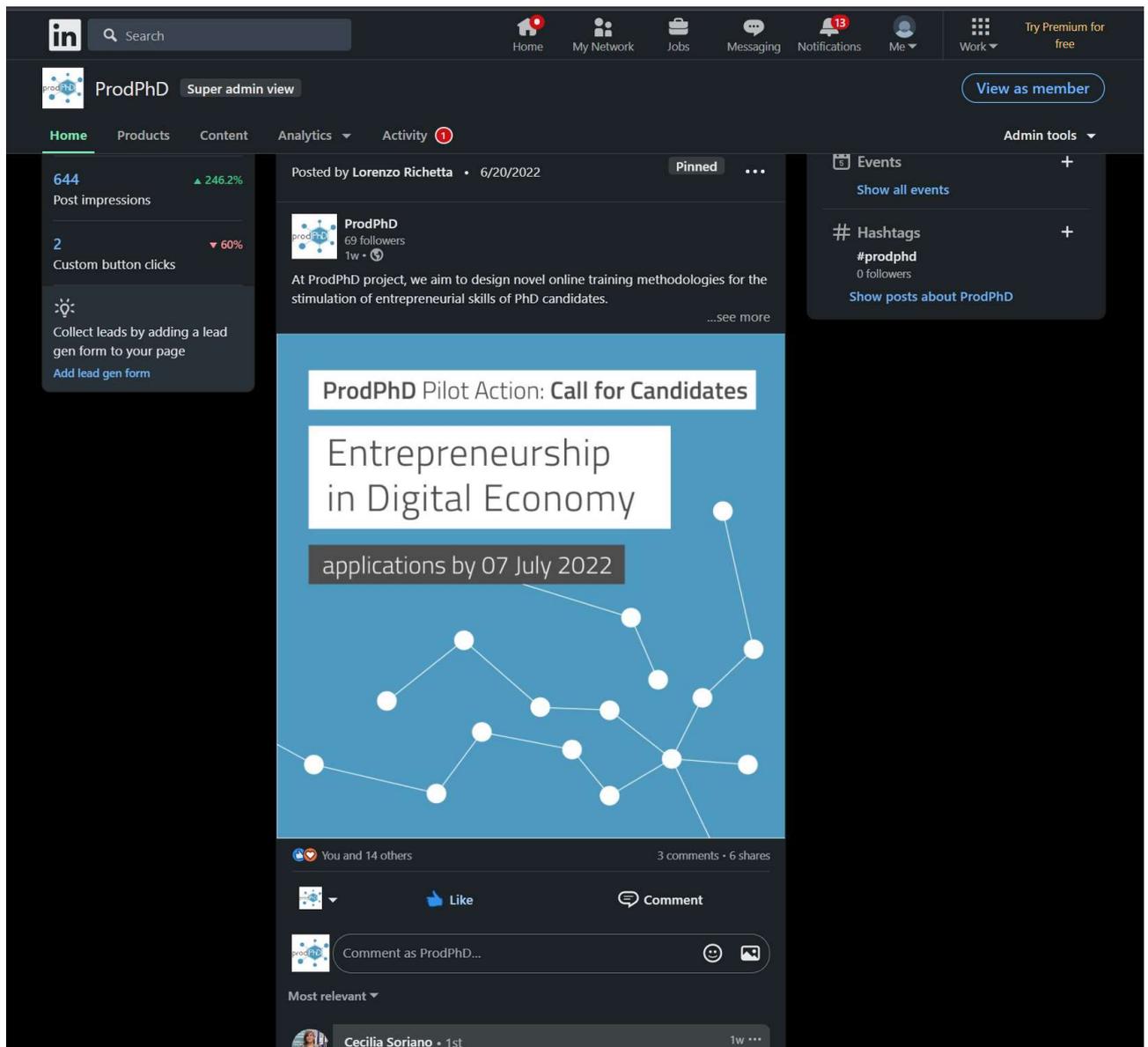


Figure 3 – LinkedIn posts about the open call for candidates (a)
<https://www.linkedin.com/feed/update/urn:li:activity:6944590284664016896>



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Page posts Hashtags Employee posts Ads

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Get up to 120 more clicks by boosting this post. [Boost](#)

Posted by **Lorenzo Richetta** • 6/20/2022 Pinned ...

 **ProdPhD**
62 followers
1w • 

At ProdPhD project, we aim to design novel online training methodologies for the stimulation of entrepreneurial skills of PhD candidates.

We are currently in the process of selecting distinguished PhD candidates from all disciplines to participate in a pilot exercise of the project, consisting of taking a training module on "Entrepreneurship in Digital Economy" through an innovative online training platform.

This is a unique opportunity, explicitly addressed to PhD candidates who are looking for the knowledge, skills and motivation to explore the potential of starting their own business. Kindly find below some additional information about the subject pilot exercise and the amount of the expected commitment from each participant:

- ProdPhD has developed a number of training modules to stimulate entrepreneurial skills for PhD candidates. One of these training modules is the: "Entrepreneurship in Digital Economy", which will be offered to be pilot-tested (Course leader: Prof. [Stefania Masè](#)).
- 5 groups (of 5-6 PhD candidates each) will be selected to test that training module. The module content-material is in the form of a 4h video, and each participant is estimated to need 20h in total to complete the module in an asynchronous and collaborative manner by using an online platform (you will be trained to use this platform).
- The online platform that will be used for the pilot- testing process is foreseen to remain open for 2 consecutive weeks: from 12 Sep 2022 to 25 Sep 2022 (dates to be confirmed by e-mail in the beginning of Sep 2022).
- For those 2 weeks, participants will be able to work online at any convenient time and day that fits to his/her schedule. They will have the opportunity to share their experiences with the other participants by using the online platform tools.
- Throughout this action the participants in the pilot exercise will be tutored by Professors from the prestigious [IPAG Business School](#). Any questions arisen by the participants will be answered by the tutors within 24 hours.
- After the completion of the whole pilot action, the participants will have to provide feedback on specific aspects of the pilot-testing via a survey.

You are cordially invited to participate by registering here: <https://lnkd.in/eWveSADZ>. The due date for applications is 07 July 2022.

The ProdPhD consortium is currently considering the possibility of offering a reward to each participating candidate to express its appreciation, and pertinent information will be provided via e-mail to registered candidates.

Your support will add more value to the results of our project and will be greatly appreciated.

For more information, please contact us via e-mail (prodphd@scipedia.com) or through our social media. Visit <https://lnkd.in/ebx8MWXA> and <https://lnkd.in/ek9PqP9t> to discover more.

#entrepreneurship #callforcandidates #PhD #business #skills #training

Figure 4 – LinkedIn posts about the open call for candidates (b)



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ProdPhD @ProdPhD1 · 20/6/22 ...

Are you a **#PhD** candidate? Do you want to learn **#entrepreneurial** skills? Take part to the **#ProdPhD** testing to explore the potential of starting **#yourownbusiness**. Register here by **July 7th: bit.ly/3zO5yGw**, or contact us for more info.

@IPAGBS @FrenchieStefs



Figure 5 – Twitter posts about the open call for candidates
<https://twitter.com/prodphd1?s=11&t=rsFp9mAqaQmaWrq1Ua7awA>



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3.3. Website posts

The open call for candidates was also published through the official website of the ProdPhD Project and the websites of the ProdPhD consortium members.

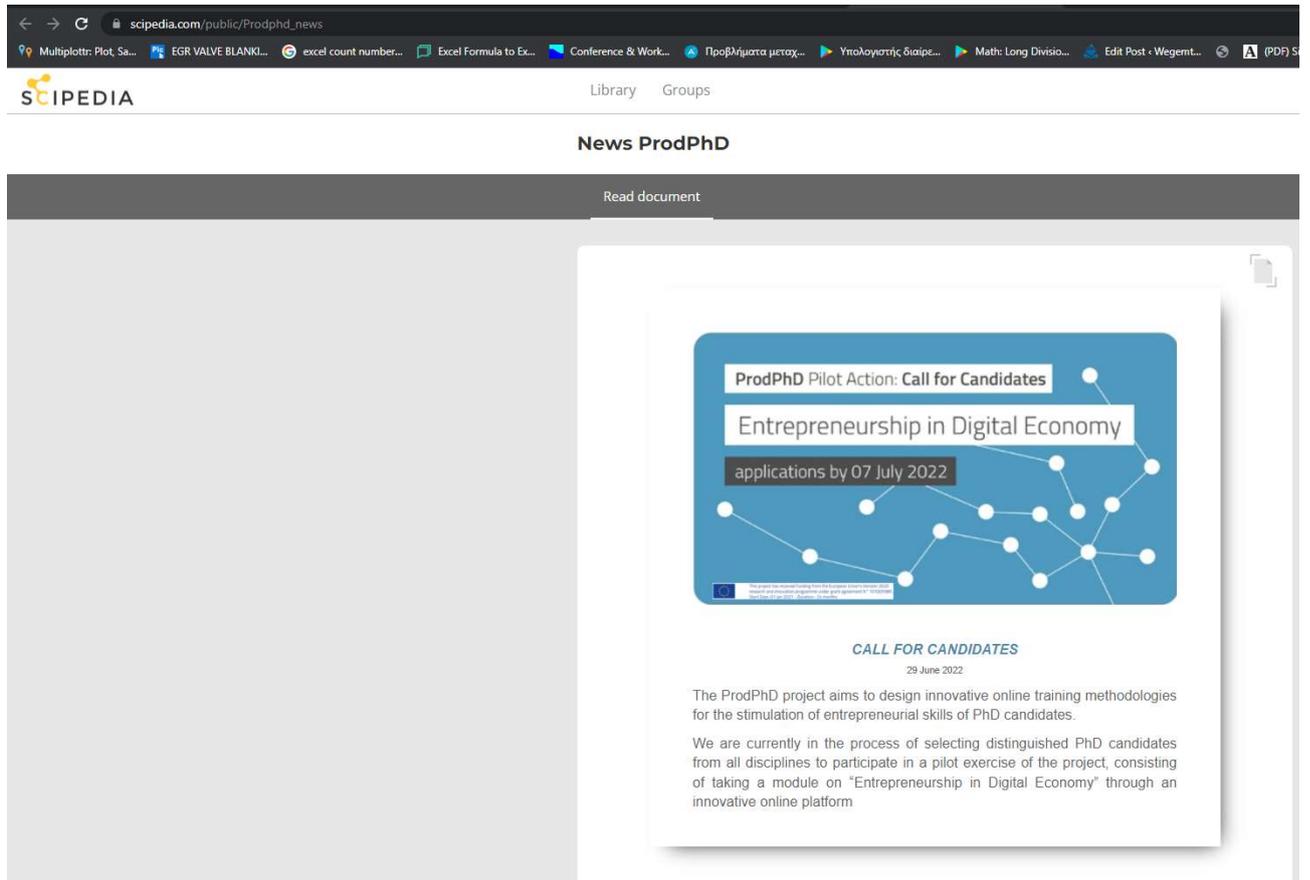


Figure 6 – Post made on the ProdPhD website about the open call for candidates



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COURSES EVENTS NEWS

ProdPhD Pilot Action: Call for candidates



At ProdPhD project, we aim to design novel online training methodologies for the stimulation of entrepreneurial skills of PhD candidates.

We are currently in the process of selecting distinguished PhD candidates from all disciplines to participate in a pilot exercise of the project, consisting of taking a training module on "Entrepreneurship in Digital Economy" through an innovative online training platform. This is a unique opportunity, explicitly addressed to PhD candidates who are looking for the knowledge, skills and motivation to explore the potential of starting their own business.

You are cordially invited to participate by registering here: <https://lnkd.in/eWveSADZ>. The due date for applications is 07 July 2022.

For details about the subject pilot exercise and the amount of the expected commitment from each participant, kindly visit the ProdPhD LinkedIn [here](#)

#business #callforcandidates #entrepreneurialskills #learningbydoing #progressmeeting ProdPhD
SKILLS Training

Figure 7 – Post made on the WEGEMT website about the open call for candidates <http://www.wegemt.com/prodphd-pilot-action-call-for-candidates/>

3.4. Physical visits

Physical visits to universities were also made to promote the ProdPhD Project and to also inform PhD candidates about the demonstration-pilot actions.



Figure 8 – Visit at the National Technical University of Athens about the open call for candidates

4. References

1. **D2.1 and D2.2 (WP2): "Needs and requirements analysis"**
2. **D5.1 (WP5): "Definition of the demonstration actions"**
3. **Grant Agreement number: 101005985 — prodPhD — H2020-SwafS-2018-2020 / H2020-SwafS-2020-1**