
MANUALE DI APPLICAZIONE DEI MARCHI DEGLI ISTITUTI DI RICERCA



Scuola Superiore
Sant'Anna
di Studi Universitari e di Perfezionamento



Applicazione dei marchi degli Istituti di Ricerca: introduzione

ORGANIZATION

IDM operates under the responsibility of a Board of Directors with operational tasks, and a Board that handles strategic planning. A Scientific Board monitors and assesses the results of the ongoing research.

The Institute is organized into three sections:

- Sustainability Management
- Health Management
- Management of Innovation

INSTITUTE OF MANAGEMENT
Scuola Superiore Sant'Anna

RESEARCH

The Institute's research projects are focused on analyzing, understanding and facilitating innovation, sustainability and health.

Management

Research in the Health Management area are: governance and evaluation of health systems; analysis for the analysis and management of health systems.

For primary and support processes: for economic and financial management; human resources management; marketing.

Innovation

Research in the MAIN/Management area:

- from academia to industry;
- strategic cost management;
- innovation evaluation;
- and corporate governance;
- marketing in service industries (e.g. pharmacy);
- innovation and management of health technology;
- innovation policies.

Management

Research in the Sustainability area:

- environmental management;
- corporate responsibility, health social responsibility;
- energy work;
- and waste management.

INTERNATIONAL COLLABORATIONS

IDM has many partnerships with international research institutions, universities and companies including:

- SPRU - University of Sussex, Brighton (UK);
- University of California at Berkeley;
- Catalonia;
- Chongqing University;
- Columbia Cornell;
- Georgia Tech;
- Grenoble - ESC;
- Illinois Institute of Technology - Business School;
- London School of Economics and Political Science;
- Northwestern - Kellogg School of Management;
- Tampere - Cost Management Center;
- Toronto;
- Twente - The Netherlands;
- University College London;
- Cranfield School of Management.

TRAINING ACTIVITIES

- Three second-level Master's degrees in Management of Innovation (MAINS), Master's in Management and Health, Waste Management;
- The Master's in Management and Health is specialized in the organization and management of healthcare institutions and it is specifically addressed to "high-potential" professionals who work in public or private healthcare systems, but also to top level graduates who aim to acquire specific competences.

For more information: www.mastermes.sssup.it

- Master's of Science (Laurea Magistrale) in Innovation Management: MAIN is a two-year full-time program (Laurea magistrale) in English which equips students from different backgrounds with advanced knowledge of innovation management, practical experience and personal skills, thus providing solid foundations in economics and management, a quantitative approach and exposure to a mix of cultures. MAIN is jointly organized by the University of Trento and the Scuola Superiore Sant'Anna of Pisa. MAIN students learn to identify, manage and shape the innovative trajectory of the firm in order to exploit its strengths and lead it to success.

For more information: www.graduatomain.it

- Training program for Health Care Managers;
- 2 Executive Master's degrees and other training in the International School for Advanced Studies of Volterra (SIAS);
- PhD in Management - in English;
- DBA in activation.

I marchi sono la rappresentazione visuale della reciprocità e dell'interdipendenza tra la Scuola Sant'Anna e gli Istituti di Ricerca; tutti sono composti da un elemento comune quale il riferimento al marchio della Scuola - simbolo più logo - e da un elemento penetrante quadrato con definizione dell'Istituto che si diversifica per colore.

In questo manuale sono illustrate le regole base per la corretta applicazione dei marchi degli Istituti di Ricerca della Scuola Superiore Sant'Anna. Il logo, i caratteri tipografici, i materiali di comunicazione sono infatti gli elementi che partecipano alla costruzione dell'identità visiva di qualsiasi attore che voglia presentarsi al mercato, sia esso un'Istituzione, un prodotto mass market, o una tecnologia immateriale. Sono il suo volto istituzionale, quello che permetterà agli Istituti di essere riconoscibili nel tempo agli occhi del pubblico e degli operatori del settore. Proprio per il ruolo centrale che rivestono, tali elementi devono essere rappresentati e utilizzati secondo regole precise e inderogabili, al fine di garantire la coerenza e l'efficacia dell'intero sistema di identità visiva. Per questo è importante che il manuale, nella sua forma cartacea o digitale, venga trasmesso a tutti coloro che in futuro si occuperanno di costruire gli elementi di comunicazione degli Istituti di Ricerca.

Caratteri tipografici

I testi presenti sui materiali di comunicazione degli Istituti di ricerca sono composti con i caratteri Audimat e Bauer Bodoni.

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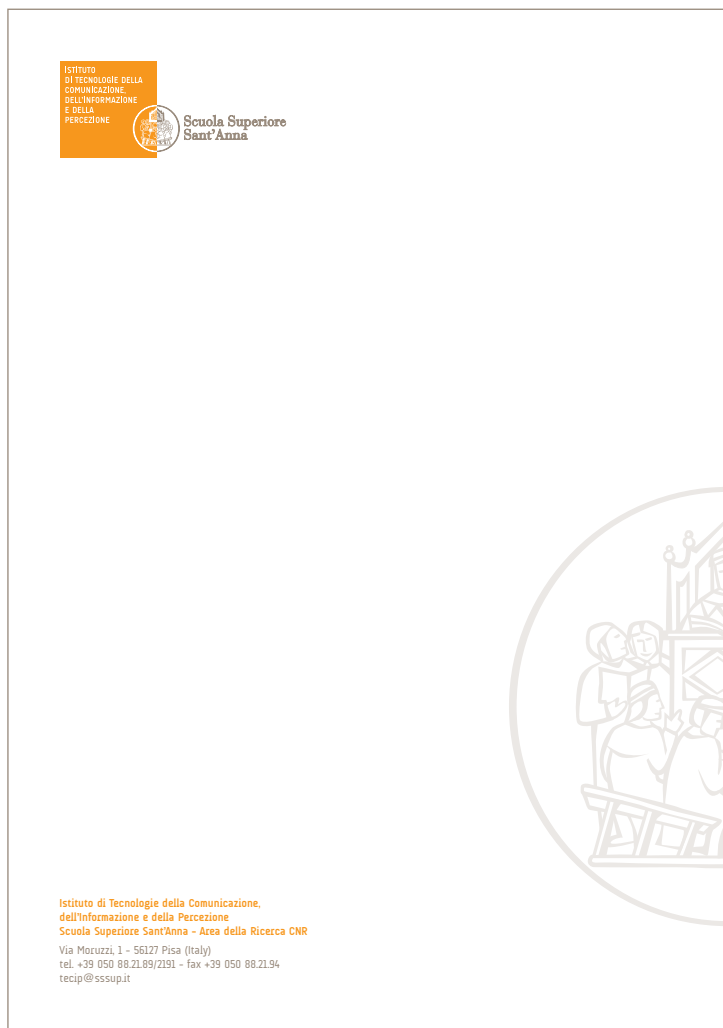
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Coordinato: foglio lettera



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Coordinato: biglietto da visita

Biglietto da visita fronte e retro 90x60 mm. Caratteristiche tipografiche: carattere Audimat, corpo 8,2 su interlinea 9,8. Il simbolo del marchio della Scuola Sant'Anna, in basso a destra, è di colore bianco con opacità del 40%.

Presentazione a schermo



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CDG - International research laboratory
on conflict, development and global politics



Presentazione a schermo

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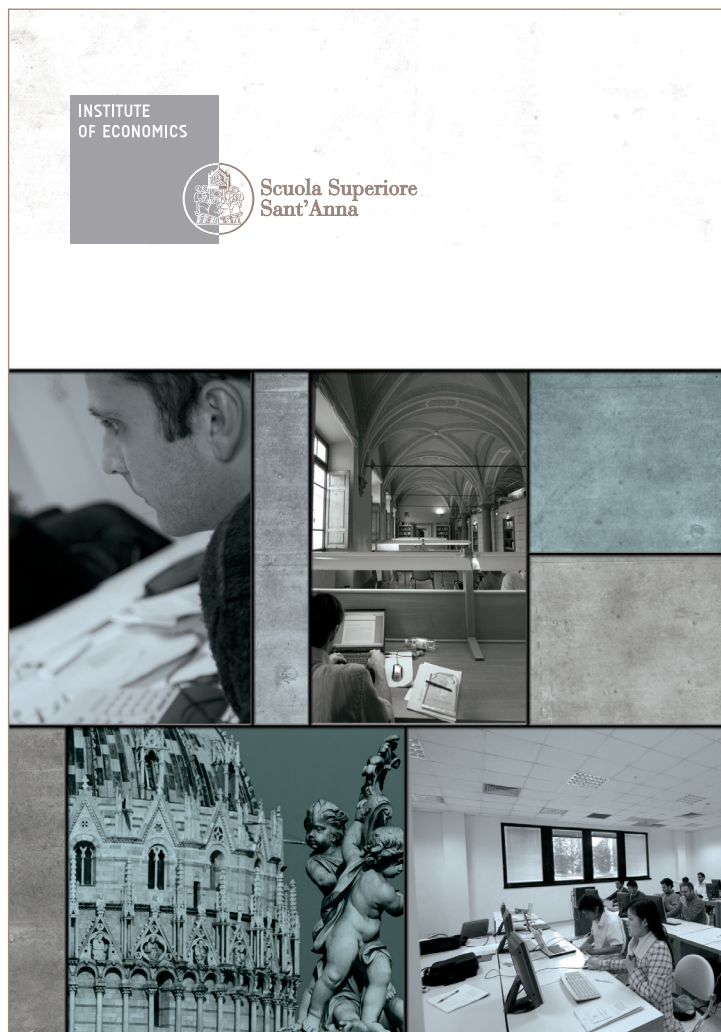
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Brochure Istituti di Ricerca: cover



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Brochure Istituti di Ricerca: interni



ORGANIZATION

The Institute presently consists of 10 professors, 3 post-doc research fellows, 10 research assistants, and around 40 external associated faculty members.

The Director of the Institute is Professor Giovanni Dosi. Faculty members: Giovanni Dosi, Luigi Marengo (Full Professors), Giulio Bottazzi, Giorgio Fagiolo, Alessandro Nuvolari, Maria Francesca Romano (Associate Professors), Pietro Dinio, Marco Grazzi, Michela Nardelli, Federico Tamagni (Assistant Professors).

RESEARCH INTERESTS AND PROJECTS

Main lines of research

- Economics of innovation and technical change (sources, institutions and consequences);
- Decision making and change in organizations (individual and collective decision making beyond the rational choice paradigm);
- Industrial dynamics;
- Evolutionary foundations of macro-economics;
- Agent-based computational economics;
- Theory and empirics of economic networks;
- Evolutionary finance;
- Economic history and history of technology;
- Industrial and technology policy in developed and developing countries;
- Applied statistics (tourism, clinical studies, etc.);
- Welfare and environmental economics.

IoE is involved in important research projects sponsored by the European Community, the Italian Ministry for University and Research, and other public and private entities, among which (last 4 years):

- The Evolutionary Paths toward the Financial Abyss and the Endogenous Spread of Financial Shocks into the Real Economy. Sponsor: INET - Institute for New Economic Thinking, New York;
- Robust Evaluation of Climate Policy Using Agent-based Integrated Assessment Models. Sponsor: U.S. National Science Foundation;
- Finance, Innovation and Growth: Changing Patterns and Policy Implications (FINNOV). Sponsor: European Community - FP7;
- Patterns and determinants of industrial evolution: innovation, heterogeneous efficiency levels, and financial structures. Sponsor: MIUR, Italian Ministry for University and Research, PRIN 2007;
- Dynamics of Institutions and Markets in Europe (DIME). Sponsor: European Community - FP6;
- Common Complex Collective Phenomena in Statistical Mechanics, Society, Economics, and Biology (CO3). Sponsor: European Community - FP6;
- Professor Dosi is Co-Director of the task forces "Industrial Policy" and "Intellectual Property Rights", within the initiative *for Policy Dialogue*, founded and chaired by Joseph Stiglitz, at Columbia University (New York);
- ASCOITA (Assistenza domiciliare allo SCDompenso cardiaco attraverso Le Tecniche Avanzate di comunicazione digitale) on home assistance for heart failure by means of advanced digital communication technologies, co-sponsored by Regione Toscana.

INTERNATIONAL COLLABORATIONS

IoE is very well nested in the international economic environment, as testified by the large number of alumni working for international institutions but still collaborating on our research projects, by the presence of our researchers in international meetings, and by the collaboration with international institutions involved in joint research projects.

For example, IoE has been one of the main actors in the DIME project, a network of social scientists in Europe, working on the economic and social consequences of increasing globalization and the rise of the knowledge economy, which grouped more than 50 institutions.

Our Doctoral Program (IDPE) is involved in exchange agreements for PhD students with: Friedrich-Schiller Universität, Jena; MERIT, Maastricht University; Aalborg University; Université de Strasbourg; Université de Nice-Sophia Antipolis.

We have recently organized important international workshops, among which:

- 2011 EMAEE (European Meeting on Applied Evolutionary Economics) conference on *Evolutionary Perspectives on Technical Change and Industrial Dynamics*. Sant'Anna School, February 2011;
- First European Conference on Wine&Food Tourism co-organized with Reims Management School (France) and the Institute for Tourism (Zagreb, Croatia). SIAF Valticea, April 2011;
- International workshop *Toward an Alternative Macroeconomic Analysis of Microfoundations, Finance-Real Economy Dynamics and Crises* co-organized with the Central European University (CEU), Budapest, September 2010;
- FINNOV (Finance, Innovation and Growth) Annual Conference. Sant'Anna School, May 2010;
- International workshop *Alternative approaches to macroeconomic and micro-macro links*. Sant'Anna School, July 2009.

TRAINING ACTIVITIES

International Doctoral Program in Economics (IDPE)

The IDPE is a three-year program designed for highly qualified and motivated students who wish to acquire the research and analytical skills of the international scientific community in economics. Students will be offered one year and a half of intensive course work by an international Faculty composed of both School's permanent staff and a large group of Visiting Scholars, and will then proceed to supervised research work, yielding an original dissertation to be discussed in a final public examination. Students are expected to produce articles publishable in international journals.

IDPE is jointly offered by Sant'Anna and the University of Scarsbourg. In addition to the teaching activities, Ph.D. students are nested in a rich research environment, where they are encouraged to take part in various ongoing research projects. The Coordinator is Professor Giorgio Fagiolo.


Master Degree (Laurea Magistrale) in Economics

The program provides students with the fundamental range of skills necessary for interpreting the fast changing economic realities of contemporary world. This two-year degree is designed for students aiming at careers in dynamic firms and corporations, consultancies and public organizations, and offers also a solid foundation for those willing to pursue an academic career in the field of economics at other professional activities characterized by a strong research content. The Faculty has attained an outstanding international reputation for research excellence in many areas of economics. The Master degree is jointly awarded by University of Pisa and Sant'Anna.

For detailed information on these activities: www.phdeconomics.sssup.it and www.sssup.it/masterscienceseconomics

Brochure pieghevole a tre ante, formato chiuso 148x210 mm, aperto 441x210 mm. Visualizzazione ridotta delle facciate interne. Caratteristiche tipografiche: titoli carattere Bauer Bodoni Roman corpo 12,5; testo carattere Audimat corpo 9,5 su interlinea 11.

Locandina eventi Istituti di Ricerca




**The discovery of the
oxygen sensor in plants**

Speaking Prof. Bartolomeo Capirossi
on the research published by Nature

SATURDAY 16 FEBRUARY 2012 - 11am TO 3pm

Sala convegni - Institute of Life Sciences
Piazza Martiri della Libertà, 33 - Pisa



**INSTITUTE
OF LIFE
SCIENCES**

**Scuola Superiore
Sant'Anna**

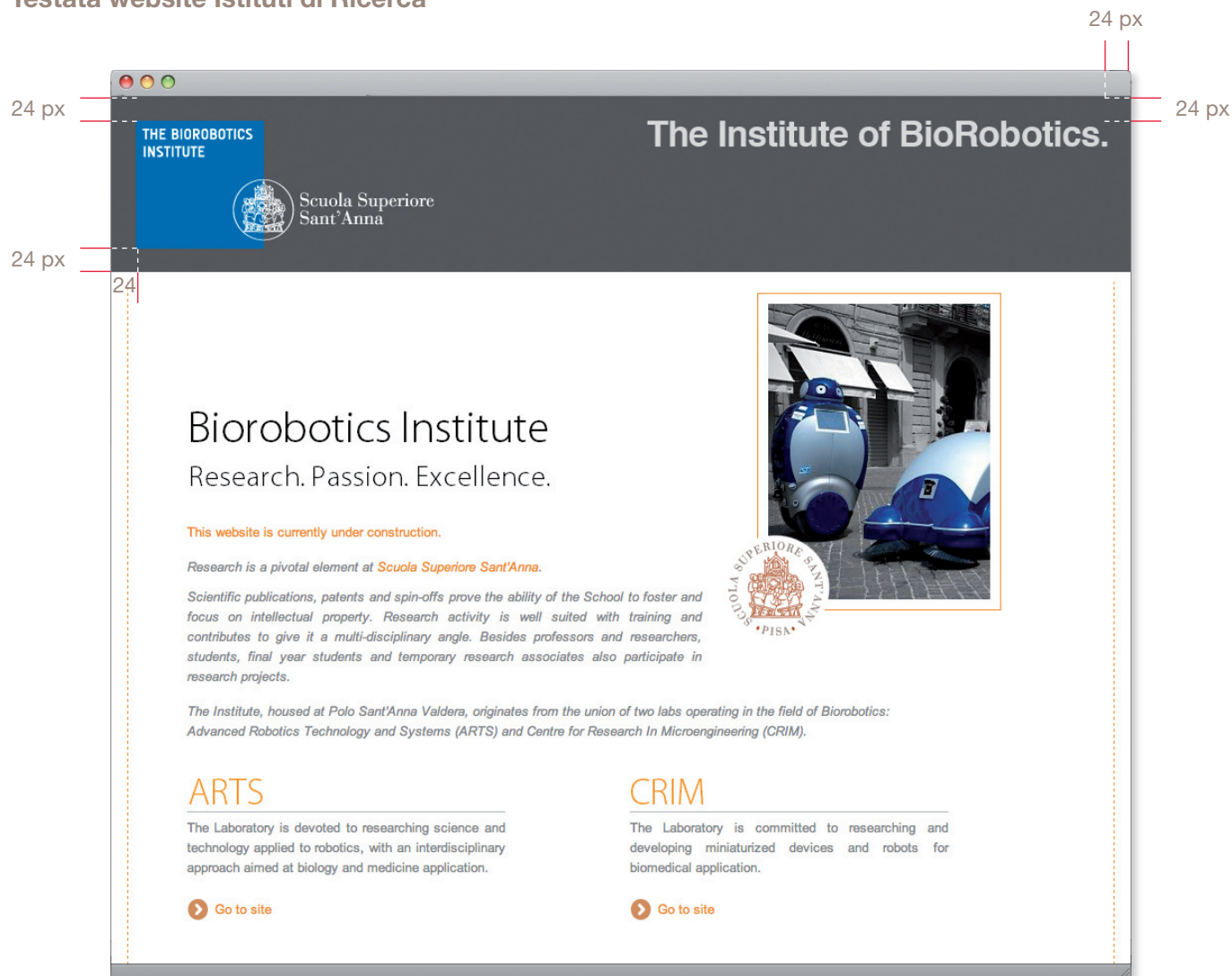
For more information visit www.plantlab.sssup.it
or contact plantlab@site.asssup.it, tel. +39 050 88.31.11

20 mm

20 75 mm

Locandina formato A3 297x420 mm (visualizzazione ridotta). Il marchio dell'Istituto è posizionato in basso a sinistra, distanza dal bordo sinistro e dal margine inferiore 20 mm; la larghezza minima del marchio è 75 mm di base.

Testata website Istituti di Ricerca



Nell'ambito della testata dei website degli Istituti di Ricerca, il marchio è posizionato in alto a sinistra sopra una fascia larga 1024 pixel e alta 176: la fascia grigio scuro è di colore esadecimale #4b4b4b. Gli elementi quali il marchio e la titolazione in alto a destra sono posizionati a una distanza di 24 pixel dai margini esterni.