

## **Proposed Title and Research Focus**

### **ESF \_ FSE Project**

Candidates applying for this specific call are certainly allowed to apply for the other call, too.

Please note that only this call, which is financed by EU funds, is subject to an age restriction (applicants must not be older than 34 years). On the other hand, the project conditions guarantee intensive supervision, and the successful candidate will receive a higher research grant (€ 21,250 gross p.a.)

Applicants should be aware of the consequences of their decision on the likelihood of success of their application beyond the formal selection criteria.

#### **Managing Innovation at the Crossroads of Digitalisation and Sustainability**

Decades of social science research have shown that the success of innovations depends to a large extent on their management and organization. This is particularly evident in the specialization area of Automation and Digital in conjunction with Green Technologies. How do public administrations and small and medium-sized enterprises in particular manage the digital transformation and how can the acceptance of new concepts be increased among different stakeholders? How can bad investments, especially by the public sector, be avoided and risks managed? Research into these and similar questions – based on and supported by the expertise pooled in the Faculty of Economics and Management – should provide promising answers for the region.

Interim supervisors: prof.ssa Marjaana Gunkel and prof. Michael Nippa

For further information please contact the academic coordinator, prof. Michael Nippa (unibz)