



EXPRESSION OF INTEREST TO COLLABORATE AS A PARTNER ON HORIZON EUROPE

Kaunas University of Technology, Business Digital Transformation Research Center (BDT-RC) is looking to join as a partner to a Consortium promoting project proposal to Horizon Europe call topic under WIDERA. More information about BDT-RC expertise and KTU as an organization is available below. For additional information, please get in touch with us directly at asta.pundziene@ktu.lt.

CALL TOPIC OF INTEREST

HORIZON-WIDERA-2024-TALENTS-03-01: ERA Talents

HORIZON-WIDERA-2023-ACCESS-06-01: Hop on Facility

OUR EXPERTISE AND POSSIBLE CONTRIBUTION TO THE PROJECT

Strengthening research excellence in entrepreneurship and digital innovations.

- Developing advanced capabilities in entrepreneurship and digital innovations including open innovations.
- Promoting public engagement and awareness in entrepreneurial and digital innovation activities.
- Facilitating the translation of digital research outputs into market-ready products and services.
- Creating and managing knowledge networks for digital innovation.
- Collaborating with international partners to foster digital entrepreneurship and innovations.

Strategic integration of digital technologies in business processes.

- Enhancing business models with digital platforms and tools.
- Leveraging digital technologies for business competitiveness and efficiency.
- AI and Machine Learning Applications
- Ensuring ethical and transparent AI applications.

Sustainable Digital Innovation

- Promoting sustainable practices in digital technology development.
- Assessing the environmental impacts of digital innovations.
- Integrating sustainability considerations in technology design and implementation.

Digital Healthcare Innovation Ecosystems

- Design and implementation of multi-sided platforms for healthcare services.
- Enhancing patient engagement and experience through digital solutions.
- Integrating AI and big data analytics in healthcare management.
- Entrepreneurship and Digital Innovation

RELEVANT PROJECTS AND PUBLICATIONS

EC Framework program projects:

- **H2020 DiHECO** - Digital Healthcare Ecosystem research and innovation capability building. 2020-12-01 – 2023-12-31. Project coordinator. <http://www.dihecoproject.com/events/>
The overall objective of the DiHECO project is to build the capacities for Kaunas University of Technology (KTU) to conduct high-quality research in the field of digital healthcare management and in particular digital healthcare services' multi-sided platforms

- **H2020 KEEN** - Knowledge Empowered Entrepreneurship Network. Duration 2018-2021. Project coordinator. The overall objective of the KEEN project is to strengthen the research excellence of Kaunas University of Technology (Lithuania) in entrepreneurship, improve its capacities to exploit and disseminate its research outputs, and enhance its ability to engage the public in its research and entrepreneurship awareness, understanding, and acceptance. To reach such objective, the KEEN project will create with Cranfield University (United Kingdom), Bergische Universität Wuppertal (Germany), and Universität St. Gallen (Switzerland), a network named “Knowledge-Empowered Entrepreneurship Network”.
- **H2020 Health-tech** - Centre of Excellence in Science and Technology for Healthy Ageing. Duration 2015-2016. Project coordinator. In order to both solve the medical needs of ageing-populations in Europe, and develop an innovative ecosystem beneficial for the economy of Lithuania, it is proposed to foster the whole innovation chain in the area of healthy ageing – from fundamental research through to the introduction of new products and services to the market – by creating in Lithuania a world-class Centre of Excellence (CoE) in science and technology for healthy ageing, named HEALTH-TECH. Project partners: Lithuanian University of Health Sciences, VTT Technical Research Centre of Finland, Vilnius University, Lund University

Publications:

- Pundziene, A. and Geryba, L., (2024) Managing Technological Innovation: Dynamic Capabilities, Collaborative Innovation, and Born-Digital SMEs' Performance, in *IEEE Transactions on Engineering Management*, doi: [https://10.1109/TEM.2023.3281722](https://doi.org/10.1109/TEM.2023.3281722).
- Pundziene, A., Sermontyte-Baniule, R., Rialp-Criado, J., Chesbrough, H. (2023). The indirect effect of open innovation on clinical and economic value creation in digital healthcare: A comparative study of European countries. *Journal of Business Research*, 159, 113701, ISSN 0148-2963, <https://doi.org/10.1016/j.jbusres.2023.113701>.
- Pundziene, A., Vilutiene, L., Gerulaitiene, N., Mathieu, C., Nieminen, H., Varri, A., Georgescu, I., Bez, S.M., Boethius, S., Prior, D., van Gils, M., Giménez, V., Rialp-Criado, J., Narbón-Perpiñá, I., Carrabina, J. (2023) Value capture and Embeddedness in social-purpose-driven ecosystem. Multiple-case study of European digital healthcare platforms. *Technovation*. 124, 102748, ISSN 0166-4972, <https://doi.org/10.1016/j.technovation.2023.102748>.
- Pundziene A, Gutmann T, Schlichtner M, Teece DJ. (2022) Value Impedance and Dynamic Capabilities: The Case of MedTech Incumbent-Born Digital Healthcare Platforms. *California Management Review*. 64(4):108-134. <https://doi.org/10.1177/00081256221099326>.
- Rima Sermontyte-Baniule, Asta Pundziene, Víctor Giménez, Isabel Narbón-Perpiñá (2022) Role of Cultural Dimensions and Dynamic Capabilities in the Value-based Performance of Digital Healthcare Services. *Technological Forecasting and Social Change*, vol. 176, art. no. 121490, p. 1-13, ISSN 0040-1625, <https://doi.org/10.1016/j.techfore.2022.121490>.
- Adams, R, Grichnik, D, Pundziene, A, Volkmann (in Alphabetic order) (2022) “Artificiality and Sustainability in Entrepreneurship. Exploring the unforeseen and paving a way to the sustainable future”. *Springer, FGF Studies in Small Business and Entrepreneurship*. ISBN: 978-3-031-11371-0, Published: 29 October 2022 <https://doi.org/10.1007/978-3-031-11371-0>,

KTU Business Digital Transformation Research Center (BDT-RC) AN ORGANISATION

Kaunas University of Technology (KTU) <https://en.ktu.edu/> is a leading Lithuanian university known for its strong focus on research, innovation, and technology. Founded in 1922, KTU has grown into a multidisciplinary institution, offering a wide range of undergraduate, graduate, and doctoral programs. The university excels in engineering, information technology, natural sciences, management and economics, and social sciences. KTU collaborates with numerous international universities and industries around the globe, fostering a vibrant academic environment and providing students with opportunities for international engagement. With state-of-the-art research facilities and a commitment to sustainability and entrepreneurship, KTU plays a pivotal role in advancing technological development

and economic growth in Lithuania and beyond. Its dynamic campus life and strong emphasis on academic excellence make KTU a hub for aspiring professionals and researchers.

The **Business Digital Transformation Research Centre** at Kaunas University of Technology is dedicated to advancing the field of digital transformation in business and society. This cutting-edge research hub focuses on exploring how digital technologies, such as AI, big data, blockchain, and digital platforms can revolutionize business processes, strategies, and models. The centre conducts interdisciplinary research, bringing together experts from information technology and data science, innovation management, entrepreneurship, and engineering. It collaborates with global academic institutions and industry partners to drive innovation and practical solutions. The centre's work includes studying the impact of artificial intelligence, big data, and digital platforms on business efficiency and competitiveness. By providing insights and developing tools for digital transformation, the KTU Business Digital Transformation Research Centre aims to support businesses and society in navigating the complexities of the digital age and achieving sustainable growth. The Centre has a long-standing expertise in promoting and managing EC Framework projects including Horizon Europe.

CONTACT INFORMATION

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