horizon europepcn Numérique

Partner Offer

03-jan-2023

- **(*) Relevant topic(s) in work programme (code & name of the topic(s) line(s))**

- HUMAN 01-01 (RIA) – Efficient Trustworthy AI
- HUMAN 01-02 (IA) – Pilots on Trustworthy AI and Robotics addressing key Societal Challenges
- HUMAN 01-11 (RIA) – Next Generation Internet
- HUMAN 01-12 (IA) – Pilots for Next Generation Internet
- HUMAN 01-21 (RIA) – Next Generation eXtended Reality
- HUMAN 01-22 (IA) – eXtended Reality for Industry 5.0
- HUMAN 01-23 (CSA) – An Open Human-Centric Metaverse
- HUMAN 01-81 (CSA) – Digital Humanism – People at the Center of the Digital Transformation

- **(*) Description of the expertise proposed (up to 1000 characters)**

Expertise Proposed:
- **A dedicated and relevant Expertise in SSH, IT Acceptance and Privacy**
    - Human, Social, Societal and Economic Impact of Digital Transformation / Technology
    - User & Technology Interactions
    - Users' needs, decision-making and behavior in relation to Technology
    - End-Users Needs and Requirements
    - Surveys or Experimental Designs and Quantitative data Analysis
    - Qualitative studies (Interviews, Focus groups) and Qualitative /Textual data Analysis
    - Social and Societal Risks and Opportunities associated with technology usage and uptake
    - Technology Acceptance from an End-user perspective (Citizens and Practitioners)
    - Impact Assessment (especially but not only during and after Pilots with End-Users)
    - Privacy and Protection of Personal Data (in particular Citizens' views)
- **A dedicated and relevant Expertise in Writing and Evaluating H2020 proposals**
    - Expertise in Writing proposals and Reports to be delivered to the EC
    - Expert Evaluator in EU Calls since 2014
- **A dedicated Work Package that answers the SSH-related needs of the call**
    - Developing and Writing the WP description
    - Leading the WP and doing the corresponding work during the project

My Objectives
→ Helping consortiums in ensuring the relevance of their project from a SSH perspective
→ Taking into account all relevant stakeholders' (including citizens) needs and requirements
→ Studying the Human, Social and Societal Factors of Technology Acceptance
→ Ensuring a strong Economic and Societal Impact of Digital Transformation.

- **(*) Keywords describing the expertise proposed (up to 10 words)**

SSH
HUMAN
SOCIETAL
TRUST
IT ACCEPTANCE
USER / HUMAN CENTRICITY
END-USER REQUIREMENT
CO-CREATION
CITIZEN SCIENCE
BEHAVIORAL ECONOMICS

Organisation information

(*) Organisation and country: **AUDENCIA Business School**
(*) Type of organisation: **Academic / Research institute**
Former participation in FP European projects? **Yes**
Web address: **https://faculte-recherche.audencia.com/en/research-lab/about-our-research-lab/**
Description of the organisation: • Research and Education (Academia) • Triple Accredited School (EQUIS, AMBA, AACSB) • SSH Expertise, especially in the fields of Management, Marketing, Information Systems, … • Experience with H2020, Marie Curie and Erasmus + Actions

(*) Contact details

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