**Partner Offer**

**03-jan-2023**

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

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| * 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)**

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| **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)**

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

**Organisation information**

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| **(\*) 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/**](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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