

**AUDENCIA Business School**

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## Targeted (sub)topics

*SU AI02-2020 (IA)*

*SU DRS01-2020 (RIA)*

*SU DS03-2020 (IA)*

- *Competencies*
  - **Academic Partner**
  - **SSH**
  - **High Expertise in Digital Transformation, Technology Adoption and Privacy issues**
- *Experience in the European project*
  - **Already won 2 calls for tenders funded by the EC**
  - **Expert Evaluator in the Security calls since 2014**
- *Skills*
  - **Human, Social and Societal Impact of Digital Transformation**
  - **End-Users Needs and Requirements**
  - **Risks and Opportunities associated with technology usage and uptake (Social and Societal perspective)**
  - **Technology Acceptance by Users and Citizens (points of views and concerns of Citizens)**
  - **Impact Assessment**
  - **Privacy and Protection of Personal Data (Citizens' views)**
  - **Communication and Dissemination (Academic, General public, Students, Companies, etc ...)**