



## Research Topics

### Digital Engagement and Trust

The speed and complexity of today's digital society caused by globalisation, anxiety about the environment and climate change, and the pervasiveness of digital technologies in all aspects of life are some of the root causes of citizen dis-engagement. How can behavioural economics combined with digital technologies be used to influence and (self) nudge people toward responsible behaviour? What is the role for personal data vaults? How do technologies e.g. Blockchain and AI impact Trust? What is the role of trust in the digital age?

### Accountability and Ethics in AI

The number of decisions that are "ambiently" taken on the basis of Big Data and Algorithms is increasing steadily and rapidly. How do we hold organisations accountable for the decisions taken by the algorithms they use? Do we need to rethink what it means to be human in the age of the smart machine? How do we ensure that the fear of this technology prevents society from reaping its full benefits?

### Business Model Innovation

The underlying forces of digitilisation (e.g. intelligence, connectivity, pervasiveness, virtualisation) are disrupting many business models. How must existing businesses and organisations respond to these forces in their strategy, processes, organization designs and revenue models? How does the IoT create new business models in business ecosystems? What are the critical success factors of transforming existing business models into platform business models? What is the impact of new digital technologies on organization design?

### Smart Society

Using digital technology to solve societies' pressing problems is the promise of Smart Cities for about ten years now, but many projects fail to scale. Can Urban Data Platforms with their network effects be a mechanism to improve the scale, scope and reach of Smart City Initiatives? How to best govern these Urban Data Platforms? How do they contribute to a society that is more efficient, equal, inclusive and prosperous? What is the role of citizens on these platforms and will digital identities foster more digital platform participation and democracy?

