

NAWA Strategic Partnership

DIGIT: People and algorithms in organizations: competencies to work in the digital environment







Purpose of this project

Competencies needed for:

Working with Al Managing that work

in marketing



Purpose of this project

Strengthening partnerships with European universities to **jointly** conduct research and educational projects on marketing 5.0.

Diagnosing the **competencies** needed for work and effective work management in the digital economy.

Shaping digital competencies needed to **manage work** in marketing 5.0, taking into account social and environmental responsibility.

Development of tools to support and **stimulate** research and teaching on work management in marketing 5.0.



Outcomes: Research

Cross-national data collection on digital work and management



qualitative and quantitative methodology



Identification of the key digital competencies to work & manage in marketing 5.0.



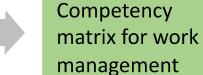
Papers

conferences(4)

• journals (2)



EDUCATION





Evaluation of digital competence development





Project "People and algorithms in organizations: competencies to work in the digital environment" (BNI/PST/2023/1/00082).



Outcomes: education

Competency matrix for work & work management

Problem Based Learning





- Open e-learning course
- Teaching materials
- Boot Camp

Evaluation of digital competence development





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