

# 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 AI**  
**Managing that work**

in marketing

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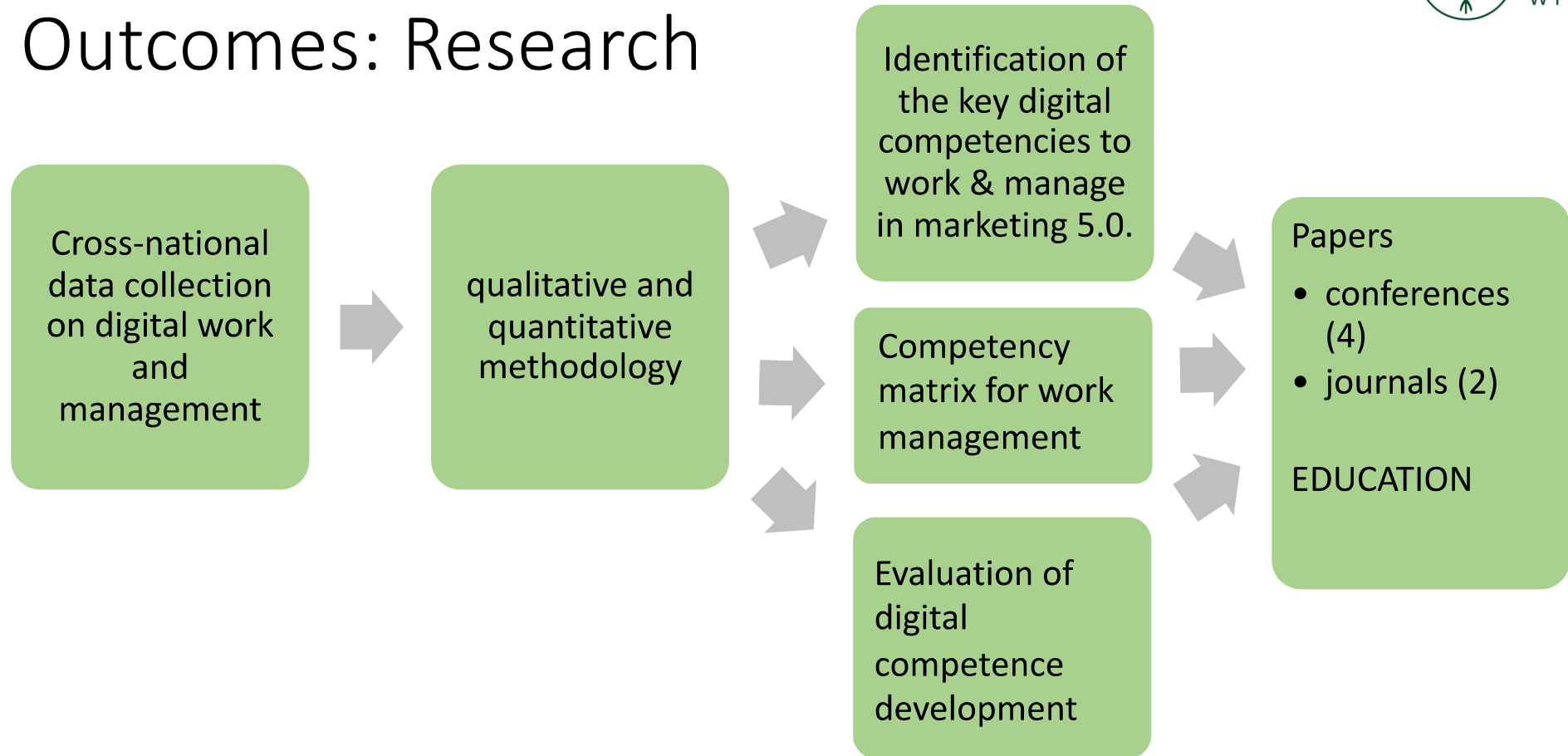
Strengthening partnerships with European universities to **jointly** conduct research and educational projects on marketing 5.0.

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



# Outcomes: education

