



## **Training the next generation of innovative leaders in business and digital transformation: EINST4INE project launch**

**Press release | 9 February 2021**

A new research and innovation project funded by the European Union's Horizon 2020 Marie Skłodowska-Curie grant scheme is on the search for budding doctoral researchers ready to embrace the fundamental challenges of future industrial systems.

**EINST4INE** (the European Training Network for Industry Digital Transformation across Innovation Ecosystems) is a €4M research initiative addressing some of the gaps and challenges faced by industries adapting to the digital revolution.

In a virtual event on 8 and 10 February 2021, the consortium of European and Australian partners officially launched EINST4INE's 48-month programme.

With world-leading expertise in the areas of Open Innovation, Industry 4.0, digital transformation, and innovation ecosystems, the EINST4INE team will develop new methods, skills, concepts and roadmaps to guide businesses towards digital transformation.

The project's comprehensive research agenda and multi-disciplinary approach will lead to tangible outputs and outcomes relevant to start-ups, large firms, low- to high-tech industries, as well as enterprises with service or product-service offerings.

Worldwide, companies have committed trillions of dollars to the digital technologies transforming our everyday lives – from how we do business and purchase products to how we manage our personal finances – though not necessarily successfully.

That is because the challenge lies not only within the implementation of digital transformation, but in the complementary shift and innovation in business planning and strategy required for the new technologies to deliver their full potential.

EINST4INE's forthcoming recruitment campaign will see the appointment of 15 high-performing, early-stage researchers ready to tackle the real-world challenges faced by industry by expanding their expertise in innovation and technology management.

The project's programme of research training and development will build the cohort's ability to navigate an evolving business landscape increasingly shaped by innovations such as artificial intelligence, 3D printing and big data.

Through project-based research, their investigations will span the human side of digital transformation, management, new technologies, and innovation ecosystems.

EINST4INE's doctoral researchers will become future leaders, experts, and strategists of business and digital transformation – equipped with the hybrid tech-digital behavioural skills and cutting-edge knowledge to enable companies to benefit from digital innovation.

**The consortium:**

EINST4INE is coordinated by RMIT Europe (Spain). RMIT Europe is the European hub of RMIT University (Australia), a global university of technology, design and enterprise.

The EINST4INE consortium comprises RMIT Europe (Spain), Lappeenranta-Lahti University of Technology LUT (Finland), Aarhus University (Denmark), University of Cambridge (UK), Universität Stuttgart (Germany), Scuola Superiore Sant'Anna (Italy) and Libera Università Internazionale degli Studi Sociali Guido Carli (Italy), as well as 15 industry and two academic partnering organisations: RMIT University (Australia) and the Garwood Center for Corporate Innovation, Haas School of Business, UC Berkeley (USA).

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**For project updates:**

<https://www.einst4ine.eu/>

<https://twitter.com/einst4ine> | @einst4ine | #einst4ine

<https://www.linkedin.com/company/einst4ine/>

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