**Project Partner Search Form - CALL Η2020**

I offer my expertise to participate as a Partner in a H2020 Project

I am planning to coordinate a project and I am looking for Project Partners

**TOPICS OF INTEREST**

DT TRANSORMATIONS 02-2020  DT GOVERNANCE 05-2020  GOVERNANCE 21-2020

**PARTNER INFORMATION**

**Description of the Legal Entity**

Founded in Nantes (France) in 1900, Audencia Business School is ranked amongst the **top business schools in Europe** and is **among the 1% Business Schools in Europe holding all top three international accreditations of AACSB, EQUIS, AMBA**.

Audencia offers business, management and communication programmes from bachelor to doctoral levels as well as executive education available in France (in Nantes and Paris) and internationally (e.g. in the Beijing Campus in China), to provide educational solutions to meet the strategic challenges and operational objectives of businesses.

Audencia has around 4500 students and a permanent faculty of 120 professors, involved in teaching and research. Audencia’s faculty is 50% international with members from 25 countries and 44% female.

Audencia faculty members make critical contributions to the business community and to Society in general. They interact regularly with economic stakeholders, working to identify concerns that inspire innovations and new research.

The work of Audencia’s faculty is published in **internationally recognised academic journals and business publications, advancing theoretical debates and improving the best practices of business leaders around the world**. We also integrate the results of our research into our curriculum, helping to train the next generation of innovative and responsible managers and entrepreneurs.

Audencia Business School faculty members are organized into five departments that drive and promote synergy between teaching and research, and develop partnerships with businesses.

To respond to the challenges facing today’s Society, Audencia’s research team conducts research on alternative consumption patterns, new forms of consumers and citizens engagement, new business models and all the issues dealing with digital transformation, technology and big data use as well as on resulting questions such as privacy and security issues.

**Over the last 5 years, Audencia has built a high expertise in research and innovative methodologies development, especially in the areas of technology adoption, digital transformation and privacy.**

Since 2014, Audencia has participated in and coordinated around 15 research projects, including some funded by the Pays de la Loire Region, some funded by the ANR (French National Research Agency) and some funded by Europe through the Erasmus+ and Marie Curie programs.

Higher Education  Research Institution  Public Administration

Industry /SME  NGO  Other

**Description of the Research Team**

Our research team is expert in the study of **digital transformation and citizens/users’ adoption, use and appropriation of technology**. It is composed of scholars with years of professional experience in developing and implementing studies that aims at measuring and explaining citizens/ users’ attitudes toward digital transformation, in collaboration with multidisciplinary and multi-country teams.

Our team has a strong knowledge and expertise in relation to the concepts, models and theories that aims at explaining digital transformation, technology adoption and privacy related behavior. Additionally, we have developed methodological skills to help design and run studies based on the most demanding scientific criteria (study design, data collection and analysis). We then disseminate the results of such studies in academic papers to be presented in academic conferences and published in high-ranking academic journals, but also in more classical media.

**This expertise will ensure that the project is developed through a rigorous, scientific research agenda that provides both a thorough understanding of the perspective of the citizens/users and correctly assesses the impact and sustainability of the proposed transformations**.

**Expertise of the Team Leader**

Caroline Lancelot Miltgen (PhD, Paris Dauphine University, France, 2006) is an SSH Scholar and a Data Privacy / Protection Expert. She is Full Professor in Marketing at Audencia Business School, France.

She won the FNEGE (French Academic Management Association) / AFM (French Academic Marketing Association) best PhD Award (2007) and obtained a special Award in 2010 from the CNIL(French Data Protection Office) for her PhD dissertation on privacy, self-disclosure and e-commerce.

Her research interests include digital transformation, information privacy, advertising and technology acceptance. She is mostly interested in understanding the impact of Technology on Society, at large, and on consumers and citizens in particular, with a specific focus on Privacy.

**She is thus very experienced in studying the social and societal aspects of digital transformation in general and of Privacy and Security related issues in particular.**

**She has been involved in several collaborative research projects dealing with privacy and technology acceptance**. In particular, she was the coordinator of two research contracts funded by the European Commission on 'Privacy and electronic identification systems' (EC JRC Contract IPTS 150876-2007 F1ED-FR, € 57 000) and 'Personal data Identity Management' (EC JRC Contract IPTS 151592-2009 A08-FR, € 49 000).

She has been the Partner of the SOURCE project (Networks of Excellence for the Support and Coordination of Research activities on Security and its impact on Society), funded under the FP7 Program. She also served as the Ethical Board Member for the FREE Collaborative research project (Football Research in an enlarged Europe) funded under the FP7 Program, Topic SSH.2011.5.2-1, coordinated by Dr A. Sonntag.

She has served as **Expert Evaluator of the H 2020 Research Program since 2014**.

Prof. Lancelot Miltgen is the author of more than 20 academic articles in the field of Information Systems and Marketing. Her research has appeared in the ***European Journal of Information Systems***, ***Information and Management, Decision Support Systems, the Journal of Business Research, the Journal of Advertising Research, Advances in Consumer Research, the International Journal of Retail and Distribution Management*** *amongst others****. She has received several best Paper Awards.***

**Field of expertise related to the topic**

Social & Societal Impact of Digital Transformation  Impact & Sustainability of the Technology

Users/Citizens’ Needs and Requirements  Privacy /Data Protection Requirements

Users/Citizens’ Trust and Satisfaction  Success and Failure factors of Technology

**Potential role**

Research  Technology Development

Dissemination  Training

Already experience as a Coordinator  YES  NO

Partner  YES  NO

Expert Evaluator  YES  NO

**CONTACT DETAILS**

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| Contact Person: Dr Caroline LANCELOT MILTGEN |
| Organization: AUDENCIA Business School |
| City: Nantes |
| Country: FRANCE |
| Phone: + 33 665 012 704 |
| Email: [clancelot@audencia.com](mailto:clancelot@audencia.com) |
| Organization Website: <https://www.audencia.com/> |
| Contact Person Webpage: [https://faculte-recherche.audencia.com/cvs/cv/caroline-lancelot-miltgen/](https://faculte-recherche.audencia.com/cvs/cv/caroline-lancelot-miltgen/?no_cache=1&cHash=e6a411b9d6432dc57bd64461eb7307b3) |

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