

Contact
Us



Discover the digital transformation
path for your business...

Become an IVI
Member



SEASONS GREETINGS FROM THE IVI TEAM



Nicklas Helfert

Kopar

Dennis Hart

Paul Henner

Paul Annelly



As the year draws to a close, I wanted to send my best wishes for Christmas and the New Year to all involved in and supporting the IVI community. 2024 has been a very successful year for the Innovation Value Institute driven by once more growing our active community of IVI'ers - companies and public sector organisations, policy makers, experts and researchers focused on Data and Digital Transformation. IVI is continuing to collaborate with partners and members to establish best practices, tools, frameworks and solutions addressing Data and Digital Transformation challenges.

With several new projects and many funding successes over the last twelve months IVI members are continuing to lead a range of projects including projects focused on Data Governance, Artificial Intelligence and Digital Skills as well as European funded projects such as [GoGreen Next](#) supporting cities and regions to achieve their climate targets; the [Digital Transformation Programme DIGI+](#) funded by the EU Marie Curie Skłodowska Programme and the European Doctoral Network [EnTrust](#) to train the next generation of trustworthy Agri-data executives. We host the Research Ireland co-funded Programme on [Data Governance – EMPOWER](#) and have established an active Community of Practice for Data Governance. In addition we have expanded our [Rethink | Redesign programme](#) to support particular Smaller and Medium Sized companies (SMEs) on their Digital Transformation journeys – offering via the Enterprise Ireland Innovation Programme excellent support. Many Great opportunities for research and collaboration.

A big thanks to all involved in IVI: Our enterprise partners, public sector organisations and policy makers, thought leaders and advisors, individuals, researchers, collaborators and academic.

In 2024, the number of members and international collaborators has grown once more and we specifically welcome Prof. Jan vom Brocke (University of Münster, Germany) to the Institute with his appointment as Distinguished Professor to Maynooth University. He is recognised worldwide as one of the leading information systems scholars and co-founder of process science. Professor vom Brocke's [Inaugural Lecture](#) presented a highlight in October when he introduced Process Science as an emerging interdisciplinary field to fundamentally advance capabilities of digital service innovation in times of change. The many outreach and engagement activities of IVI continue to attract an increased number of participants and includes our IVI Webinar Series, Thought Leader Interviews, Summer Schools and the IVI Coffee&Talk sessions.

Our main event, the annual IVI summit in June is now with over 50 speakers and key experts over three days one of the most collaborative events to co-create solutions and best practices on Data, Services and Digital Transformation. This year we included Co-Creation workshops, panel discussions and expert presentations on a range of topics. We were honoured to have welcomed Seán Fleming TD -Minister of State Department of Foreign Affairs to launch the Data Governance Roadmap for Ireland. Others highlights in 2024 included the [IVI Thought Leader Interview](#) with Mark Crosbie, Vice President and Data Protection Officer at Dropbox, the Digital Health Symposium at the United Nations General Assembly in New York City; the Book Launch: Human Intelligence and Artificial Intelligence by Professor Piero Formica; as well as the training programme focused on Leading Digital Transformation - a Maynooth University accredited Micro-credential course.

Looking forward to 2025, we have many plans, foremost supporting our members on their digital transformation journey, co-creating best practices with real impact and advancing Data, Service Innovation and Digital Transformation research. In 2025 we will continue expanding the Process Science research as well as the Digital Service Innovation Agenda, with [Athrú](#) the International Alliance for Future Service Systems. I look forward to its development in the new year.

If you are interested of getting involved in any of our research clusters, working groups or would like to collaborate with IVI on research projects please get in touch. Keep an eye on your email for the invitation to our outreach activities, webinars and the Spring IVI Members Town Hall on 20th of March and of course the [Annual IVI Summit 2025](#) - What's possible by 2030? Accelerate change with responsible and fair use of data, digital and AI'.

Wishing you all a Merry Christmas and looking forward to connecting with you in the New Year.

Best wishes,
Prof. Markus Helfert
Director, Innovation Value Institute

IVI Summit 2025-Save the Date

11-13th June, TSI building, Maynooth University

The theme of next year's Summit is 'What's possible by 2030? Accelerate change with responsible and fair use of data, digital and AI'.

Ensuring how this happens will bring both challenges and opportunities to Industry leaders and academic researchers across various sectors.

We will hear from experienced industry leaders, policy makers and academic speakers, with keynote addresses and parallel breakout discussions, this summit will discuss some of the key questions challenging them.



Register
here

Horizon Europe conference celebrates MU GoGreenNext initiatives

[Horizon Europe \(HE\)](#) Impact Conference at the National Convention Centre celebrated Ireland's achievements in securing €836 million from the [EU's HE 2021-2027 research and innovation programme](#).

Among the highlighted initiatives were two MU and [Innovation Value Institute \(IVI\)](#) 'GoGreenNext' HE projects.

The projects tackle challenges from climate change and biodiversity loss, which pose health risks and threaten irreversible changes to our planet.



Read more

Prof. Markus Helfert gave Keynote Presentation at IEEE Cyber Research Conference Ireland

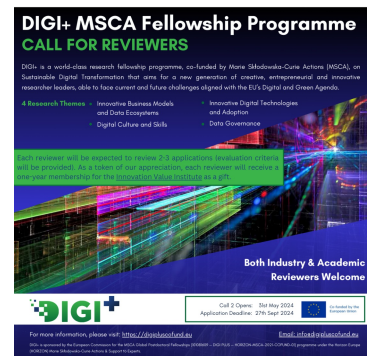
South East Technological University, SETU (Carlow) hosted on November 25th, 2024 the [IEEE Cyber Research Conference Ireland](#) with an amazing line up of speakers and contributors. The third Cyber Research Conference Ireland (Cyber-RCI) brought together researchers from academia, industry, research groups and centres, and public authorities working in the multidisciplinary field of cybersecurity, cybercrime, and related areas. Attendees could discuss and exchange knowledge and experience with the shared goal of strengthening research and building networks across the island of Ireland. Prof. Helfert presented on Cybersecurity and Future Service Systems, and outlined collaboration opportunities as part of the International Alliance for Future





DIGI+ MSCA Postdoctoral Programme Call for Industry Reviewers

DIGI+ is a European research project, co-funded by EU Marie Skłodowska-Curie Actions (MSCA), aimed at training and developing 20 high-potential and excellent postdoctoral researchers. DIGI+ is currently inviting both independent peer researchers and non-academic experts to act as reviewers for these competitive and prestigious research and innovation MSCA fellowships.



The programme equips them with the skills needed to become future leaders and drive the digital transformation for the next decade, with the ambition to establish a sustainable society. The programme focuses on four research themes:

1. Innovative Business Models and Data Ecosystems
2. Digital Culture and Skills
3. Data Governance
4. Innovative Digital Technologies and Adoption

For more information, please see the DIGI+ Fellowship Programme [website](#).

The review stage will happen in January & February 2025, and, as a token of our appreciation, each reviewer will receive a one-year membership for the Innovation Value Institute as a gift.

If you are interested in becoming a reviewer for DIGI+, please complete the reviewer confirmation [form](#).

If you have any questions or need further clarification, please email us at info@digiplusconfund.eu

DIGI+ is sponsored by the European Commission for the MSCA Global Postdoctoral Fellowships (101081609 — DIGI PLUS — HORIZON-MSCA-2021-COFUND-01) programme under the Horizon Europe (HORIZON) Marie Skłodowska-Curie Actions & Support to Experts.

Design Science Research Workshop 2024

Why? What is new and challenging?

4th December, Maynooth



The Innovation Value Institute recently hosted an engaging workshop on Design Science Research (DSR) at the Glenroyal Hotel in Maynooth. Dr. Patrick Brandtner, a professor at the University of Applied Sciences Upper Austria, was the keynote speaker, which was followed by presentations from Professor Markus Helfert, Dr. Claudia Roessing, Dr. Rehan Iftikhar and Dr. Gültekin Cakir.

The workshop provided an in-depth exploration of the key phases of DSR, including problem scoping and identification, artifact design and development, evaluation of designed artifacts, and the communication phase. Our current PhD students and external researchers also participated in discussions, sharing how they apply DSR in their research and the challenges they encounter. These insightful conversations enriched the learning experience and fostered valuable knowledge exchange among participants. Thanks to Professor Markus Helfert, Director of IVI, and Dr. Claudia Roessing for organizing this impactful workshop and to all participants for their valuable contributions.

IVI Strengthens Collaboration in STEM Education with STEFORA Project MoU Signing

The Innovation Value Institute (IVI) at Maynooth University is delighted to announce the signing of a Memorandum of Understanding (MOU) as part of the recently concluded **STEM for ALL - STEFORA** project. This initiative is a continuation of the successful ERASMUS+ project collaboration, emphasizing the transformative potential of STEM education across diverse global contexts. The STEFORA project is a collaborative effort under the ERASMUS+ program, aiming to democratize STEM education and increase female participation in higher education institutes. By fostering partnerships between educational institutions, the project promotes innovation, inclusivity, and capacity building in STEM fields.



With the MoU, the consortium partners, including Maynooth University, have committed to exploring future collaboration opportunities. These include joint research initiatives, exchange programs for students and faculty, co-hosted symposia, and participation in annual STEM conferences. This partnership further cements NUIM's dedication to fostering international cooperation in STEM education.

Through this MoU, Maynooth University joins forces with partners from Kosovo, Sweden, and Albania, demonstrating a shared commitment to empowering communities through accessible STEM education. Together, these institutions will work to bridge educational divides and inspire future generations to innovate and excel in STEM fields.

Stay tuned for updates on this exciting journey of collaboration and educational excellence! For more details on the STEFORA project, visit the [website](#).

DigiFABS Advances in Amsterdam: A Step Forward for Digital Transformation in the Food & Beverage Industry

The Innovation Value Institute (IVI) proudly represented Maynooth University at the second Transnational Project Meeting of the EU-funded DigiFABS project, held on 2nd and 3rd December, 2024, at Amsterdam University of Applied Sciences. The meeting gathered international project partners to collaboratively enhance digital transformation strategies for small and medium-sized enterprises (SMEs) in the food and beverage (F&B) sector.

DigiFABS is a visionary initiative aimed at equipping SMEs with the tools and knowledge to navigate digital transformation effectively. Central to this mission is the development of the Responsible Dynamic Digital Change Agent (RDDCA) framework, designed to prepare students, SMEs, and educators to address digital challenges sustainably. IVI has been

instrumental in steering the project's work packages on skill gap analysis and program co-creation, ensuring that insights meet the needs of both academia and industry.

The two-day meeting aligned project milestones and prepared for the next phases, including the summer schools and bootcamps. Key outcomes included insights from SME and educator interviews emphasizing flexibility for digital transformation, collaborative workshop to help develop program concept using the World Café method, and sustainability planning focused on micro credentials and long-term program impact.

IVI's contribution to the skill gap analysis has provided a foundation for the summer school and SME challenge curricula. By focusing on bridging theory with real-world application, we continue to ensure that DigiFABS delivers practical solutions that resonate with SME stakeholders in EU. The next transnational project meeting is scheduled for June 2025 at Maynooth University, coinciding with the IVI Summit to deepen collaborations and showcase DigiFABS' progress on a global stage.

Informs Regional Data & Analytics Conference

21 Nov, DePaul University in Chicago

Coleen Griffin, a third-year Professional PhD student at the University of Limerick & Lero Research centre for Software and a member of the Business Informatics Group at IVI, presented her research on the influence of ESG on data governance frameworks at the INFORMS Regional Data & Analytics Conference, held on November 21, 2024, at DePaul University in Chicago, IL. Her session provided an overview of the research & the anticipated outcomes as well as how data governance impacts AI. Additionally, she discussed the IVI and discussed plans to conduct a focus group involving IVI members. [Link to the conference](#)



Just as a reminder to you that members are welcome for a coffee in person or virtual so please do drop us an email if you would like arrange this at info@ivi.ie

Or listen in to our Latest **Coffee&talks** series at IVI [here](#)

Discover the digital transformation path for your business...

Become an IVI Member

Innovation Value Institute | Maynooth University

Innovation Value Institute | Eolas Building, North Campus Maynooth University Co. Kildare | Maynooth Co Kildare, 0 IE

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)



Try email marketing for free today!