

Welcome to the refreshed IVI newsletter. Once a month, we will update you with the latest news from the Innovation Value Institute, including upcoming events, chances to collaborate and success stories.

Maynooth University Research Week 2025 20-23rd October

Maynooth University's annual Research Week took place from Monday 20th to Thursday 23rd October 2025, and as part of the week's series of events, IVI held our first 'Digital Oktoberfest.' Events through the week allowed IVI researchers, visitors from businesses and other organisations, and Maynooth University colleagues to discuss some of the work being undertaken at IVI and the key challenges in digital futures.



Events included:

From Data to Impact: PhD Research Driving Change – Tuesday 21 October (above)

Lead by IVI PhD researchers Sana Kiran and Fjolla Berisha, this lively event saw PhD students present their cutting-edge research on how data-driven technologies and AI can transform multiple sectors - along with a lot of discussion on how to face challenges in data and digital!

Meet the Experts – Tuesday 21 October

IVI's resident experts on digital transformation, including IVI Director Professor Markus Helfert, Dr Zohreh Pourzolfaghar and Dr Marco Alfano, discussed their latest research with visitors from industry and the public sector.

Career Paths Driven by Sustainable Digital Transformation – Wednesday 22 October

Fellows of the Digi+ programme discussed career paths within and outside of academia with Dr Peter Jean Paul and Prof. Markus Helfert.

AI Transformation Leadership: Tales from the Boardroom – Wednesday 22 October

IVI's Knowledge Transfer Manager Dr Michael Hanley shared insights from his research into what 'transformation' actually means for organisations, particularly in the age of AI.

Check the [IVI LinkedIn page](#) for more details. Thanks to everyone who attended, and of course the presenters and organisers. Roll on next year!

**IVI Summit 2026:
20th Anniversary
10-12th June, Maynooth University**



This year marks IVI's 20th anniversary – and we are inviting you to join the celebrations, in our biggest Summit yet. Preparations have already begun, with over 50 speakers and a further 50 high-profile collaborators expected. With over 300 attendees, the IVI Summit is a unique opportunity to meet with leaders in digital transformation from research, industry and the public sector.

Sponsorship opportunities are available, with a range of packages for public sector and industry partners to suit your aims and budget.

You can register for the IVI Summit and keep up to date with Summit announcements as they're confirmed [on the IVI site](#).

GoGreenNext update

The EU-funded GoGreenNext project aims to develop a comprehensive evidence-based policy-oriented approach to convey how ecosystem health, human health and climate change are connected. Led by Dr Tadhg MacIntyre, the project continues to go from strength to strength, following a successful event as part of IVI's Research Week Digital Oktoberfest.

Maynooth University's Dr. Ciara McCormack has joined GoGreenNext as a funded investigator and co-lead of the GID committee. This month we also welcomed Prof. Claudio Nigg, research partner in the University of Bern, who contributed to research meetings and delivered a seminar in the university's Department of Psychology.

Eamon Callan has joined the team as a PhD researcher supervised by both Dr McCormack and Dr. MacIntyre, working on inclusive approaches to physical activity promotion using digital technology, including virtual reality. Further new team members who have joined recently include social media expert Erin Ruddy, Amelia Carroll and Ana Rodriguez, the latter of whom is also working on Enterprise Ireland research.

To learn more about GoGreenNext as it continues, [visit the dedicated project site](#).



Welcome!

Finally, we would like to welcome a new member of the IVI team, project manager Pedro Campilho who will be working on the Digi+ and ENTRUST projects. DIGI+ is cofunded by Marie Skłodowska-Curie Actions (MSCA) and focuses on Sustainable Digital Transformation in alignment with the EU's Digital and Green Agenda, while ENTRUST is a doctoral network bringing together 16 European research institutions to address current challenges around data governance in agriculture and farming.

IVI has membership options for academic researchers, public sector organisations, SMEs and large enterprises.

Join
IVI

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!