

KomBEU – Competence Model for Business Development 4.0 in the European Context

Project description

Every year, numerous highly qualified specialists are trained at universities in the countries of the Western Balkans. Upon graduation, they are often forced to leave their home countries due to a lack of attractive local job offers, causing the region to lose its innovation potential. The digital transformation of the economy, however, is creating new opportunities for the countries of Eastern Europe to attenuate and counter this “brain drain.”

Using cloud infrastructures and open-source technologies, ideas and concepts for internet-based business models can be rapidly and cost-efficiently tested, refined, and scaled for global markets. In conjunction with a growing appetite of venture capital to invest in emerging markets, these lower barriers to entry open numerous opportunities for the formation of startups and the development of business model innovations in established SMEs and mid-sized companies.

The international research project funded by the German Federal Ministry of Education and Research aims to contribute to the realization of the potentials of digital transformation for the successful formation of startups and the implementation of business model innovations in established enterprises in the Western Balkan Region. Its goal is to develop a competence model for business development 4.0 and to integrate its modules into the curricula of Serbian universities. To address this issue, along the course of the research project numerous interviews with experts and key actors of the Serbian innovation system will be conducted.

Topic of the interviews

The main research topics for the interviews are:

- Mapping the structure and dynamics of the Serbian innovation ecosystem in the tech sector (venture capital & incubators, key startups, administrative governance structures, education system)
- Assessment of the current competency landscape for business model development and project management in startups and SME (Formal process models, instruments and methods and informal practice)
- Analyzing university curricula and finding good practices on the skill transfer between the education system and the business sector (Case studies)

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Our institution: The ISF Munich

The Institute for Social Science Research Munich (ISF) is one of the leading research institutes in Germany on the digitization of the working world. As a non-profit organization our projects are funded by actors such as the German Federal Ministry of Research and Education and the German Federal Ministry of Work and Social Affairs.

Collaborative partners

KomBEU is a joint project led by ISF München e.V. in cooperation with Tiba Managementberatung GmbH and Educons University in Serbia. Actors from Serbia (including the German-Serbian Chamber of Commerce, IPMA Serbia and the Serbian Startup Strategy Map) and from Germany (including the company Mikro Kontrol GmbH, GPM, VDMA and Landshut University of Applied Sciences) are involved in the transfer activities of the project.

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