

T4EU Open Dual Lecture

Of digital business models, networks and gatekeepers – from analogous to digital business models

Speakers

Benedikt Schnellbacher is junior professor at the Faculty of Human and Business Sciences at Saarland University (USAAR) and head of the chair of Business Management and Digital Transformation in Entrepreneurship. The focus of his research revolves around how prospective founders create digital startups and how individuals in established organizations can explore and exploit technological opportunities for digital transformation. Two pronounced themes of Benedikt Schnellbacher's research are how entrepreneurs design and develop digital business models and how organizational structures can be designed to enable individuals to enact technological change and thus long-term success. To examine these topics and also further them in practice, he collaborated in research projects with partners in this area (e.g. CISPA Helmholtz Center for Information Security, Ministry of Health, Social Affairs, Women and the Family).

Tadas Žiemys got his Bachelor and Master of Informatics from Vytautas Magnus University in 2012, worked as iOS developer until 2015, then moved to live in Berlin and co-founded Dogo App company in 2016. Dogo is a mobile app that provides daily training to teach dogs tricks and skills, with lessons tailored to previous progress and supervised by professional trainers who review and comment on the submitted videos. The app is available in 12 different languages and has over 7M downloads. Tadas moved back to Kaunas since 2023.