

## Opis raziskovalnega dela (Research work description)

1. Članica UL (UL member):

Ekonomska fakulteta, Univerza v Ljubljani

2. Ime, priimek in elektronski naslov mentorja/ice (Mentor's name, surname and email):

Doc. dr. Simon Colnar; simon.colnar@ef.uni-lj.si

3. Raziskovalno področje (Research field):

5.02.02 Družboslovje – Ekonomija – Poslovne vede

4. Opis raziskovalnega dela (Research work description):

Vključuje morebitne dodatne pogoje, ki jih mora izpolnjevati kandidat/ka za mladega raziskovalca/ko, ki niso navedeni v razpisu za mlade raziskovalce (It includes any additional conditions that the candidate for a young researcher must meet, which are not listed in the call to tender for young researchers.).

*Slov.: Zaželeno je, da kandidat izkazuje zanimanje za področje managementa učenja in znanja, zlasti medgeneracijskega prenosa znanja v sodobnih organizacijah, ter razumevanje izzivov, ki so povezani z demografskimi spremembami, staranjem delovne sile in sočasnim delovanjem več generacij v organizacijskem okolju. Pričakuje se razvoj raziskovalnih kompetenc na presečišču managementa učenja in znanja, medgeneracijske delovne sile in managementa starejših zaposlenih, s poudarkom na razvoju in empiričnem preverjanju konceptualnih modelov. Raziskovalno delo bo temeljilo predvsem na uporabi naprednejših kvantitativnih raziskovalnih metod, ob možnosti dopolnjevanja s kvalitativnimi pristopi. Kandidat naj izkazuje razvite analitične sposobnosti, sposobnost kritičnega razmišljanja ter povezovanja konceptov v koherentne raziskovalne modele. Zaželeno so predhodne izkušnje z uporabo statističnih orodij (npr. R in Python) ter razumevanje naprednih statističnih metod analize. Pomembno je tudi ustrezno znanje angleškega jezika oziroma pripravljenost za njegovo nadgradnjo, saj bo raziskovalno delo v veliki večini potekalo v angleškem jeziku in v mednarodnem akademskem okolju ter v sodelovanju z domačimi ter tujimi raziskovalnimi institucijami in drugimi deležniki.*

*Eng.: The candidate is expected to demonstrate an interest in the field of learning and knowledge management, particularly in intergenerational knowledge transfer within contemporary organizations, as well as an understanding of the challenges associated with demographic changes, workforce aging, and the simultaneous presence of multiple generations in organizational settings. The development of research competencies at the intersection of learning and knowledge management, intergenerational workforce dynamics, and the management of older employees is expected, with a particular emphasis on the development and empirical validation of conceptual models. The research work will primarily be based on the application of advanced quantitative research methods, with the possibility of complementing them with qualitative approaches. The candidate should demonstrate strong analytical skills, critical thinking abilities, and the capacity to integrate concepts into coherent research models. Prior experience with statistical tools (e.g., R and Python) and an understanding of advanced statistical analysis methods are desirable. Good knowledge of English, or a willingness to further develop it, is also important, as the research will predominantly be conducted in English, within an international academic environment and in collaboration with domestic and international research institutions and other stakeholders.*

5. Priloge, ki jih je treba priložiti ob prijavi (Documents required to be submitted with the application):

**potrdilo o doseženi izobrazbi (*proof of completed education*)**

- kandidat z zaključenim magistrskim študijskim programom (2. bolonjska stopnja) (*candidate who has completed a Master's degree (2nd Bologna level)*):
  - o diplomska listina / potrdilo o zaključku študijskega programa (*diploma certificate / certificate of completion of the study programme*)
  - o priloga k diplomi / potrdilo o opravljenih obveznostih (*diploma supplement / official transcript of records containing all grades obtained in the study programme*)
- kandidat, ki še ni zaključil študija na 2. stopnji (*candidate who has not yet completed a Master's degree*):
  - o potrdilo o do sedaj opravljenih obveznostih z ocenami magistrskega študijskega programa, s katerim se bo kandidat prijavil na doktorski študij (*official transcript of records listing all courses and grades obtained so far in the Master's degree programme on the basis of which the candidate will apply for enrollment in a doctoral degree programme.*)

**nagrade** – univerzitetna Prešernova nagrada ali Prešernova nagrada članice Univerze v Ljubljani oz. druga enakovredna nagrada (*awards, e.g. Prešeren Prize of the University of Ljubljana, Prešeren Prize of a University of Ljubljana member and/or another equivalent award*)

**bibliografija** (*bibliography*)

**življenjepis** (*CV*)

**motivacijsko pismo** (*motivation letter*)

**opis dosedanjega sodelovanja pri raziskovalnem delu** (*description of the candidate's research work*)

**osnutek idejne zasnove raziskovalnega dela** (*preliminary research proposal*)

**priporočilno pismo** (*letter of recommendation*)

**druge priloge** (*other attachments*): Če je možno, bi se s kandidati dogovoril za intervju.

## Opis raziskovalnega dela (*Research work description*)

1. Članica UL (*UL member*):

Ekonomska fakulteta / School of Economics and Business

2. Ime, priimek in elektronski naslov mentorja/ice (*Mentor's name, surname and email*):

Prof. dr. Tomaž Čater, [tomaz.cater@ef.uni-lj.si](mailto:tomaz.cater@ef.uni-lj.si)

3. Raziskovalno področje (*Research field*):

5.02.02 - Družboslovje / Ekonomija / Poslovne vede  
5.02.02 - Social sciences / Economics / Business sciences

4. Opis raziskovalnega dela (*Research work description*):

Vključuje morebitne dodatne pogoje, ki jih mora izpolnjevati kandidat/ka za mladega raziskovalca/ko, ki niso navedeni v razpisu za mlade raziskovalce (*It includes any additional conditions that the candidate for a young researcher must meet, which are not listed in the call to tender for young researchers.*).

*Slo.:* Raziskave na področju managementa visokih tehnologij preučujejo, kako podjetja v razmerah negotovosti, dolgih razvojnih ciklov ter velike odvisnosti od specializiranih infrastruktur in ekosistemov uspešno lansirajo kompleksne inovacije, ki temeljijo na znanosti in inženirstvu. To je še posebej pomembno v kontekstu globokih tehnologij (Deep Tech), kjer prebojne digitalne tehnologije, temelječe tudi na umetni inteligenci, vse bolj postajajo ključni strateški viri. Ne vplivajo le na izdelke in poslovne procese, temveč tudi na to, kako vodstva sprejemajo in usmerjajo ključne odločitve o razvoju tehnologije, sodelovanju s partnerji, vstopu na trg in širjenju poslovanja. Čeprav literatura digitalizacijo in napredne infrastrukture prepozna kot močne spodbujevalce, so konkretni mehanizmi, prek katerih na podatkih temelječe tehnologije spreminjajo strateško odločanje in podpirajo radikalne spremembe poslovnih modelov (BMI), še vedno premalo raziskani. Številna podjetja se zato težko prebijejo od tega, da imajo velik tehnološki potencial, do trajnostne ekonomske vrednosti, zlasti kadar se prepletajo negotovost glede učinkovitosti rešitev, omejitve pri podatkovni in računski zmogljivosti, regulatorne zahteve ter izzivi zaupanja in legitimnosti.

Zato je zaželeno, da se delo mladega raziskovalca osredotoči na povezavo med digitalnimi možnostmi delovanja, ki jih omogočajo podatki, digitalne infrastrukture in umetna inteligenca, ter strateškim preoblikovanjem arhitekture vrednosti (ustvarjanje, dostava in zajem vrednosti). Poudarek bo na tem, kako podjetja v tehnološko intenzivnih panogah s pomočjo podatkovno vodenih orodij in infrastruktur krepijo strateško prožnost in sposobnost rasti. To običajno počno s hitrejšimi učnimi cikli, boljšim prepoznavanjem priložnosti ter bolj discipliniranim razporejanjem virov v razmerah negotovosti. Raziskava bo obravnavala tudi vlogo digitalnih tehnologij kot "povezovalnega sloja" za usklajevanje in odločanje v podjetniških ekosistemih. To vpliva na to, kako podjetja skupaj s partnerji povezujejo dopolnjujoče se sposobnosti, izbirajo svoje mesto v verigi vrednosti (od temeljne infrastrukture do aplikacij in storitev) ter obvladujejo odvisnost od ključnih ponudnikov infrastrukture. Vse to so vprašanja, ki so še posebej izrazita na področju globokih tehnologij (Deep Tech).

Primeri osrednjih raziskovalnih vprašanj so lahko:

- Kako umetna inteligenca in druge na podatkih temelječe tehnologije vplivajo na strateško odločanje v podjetjih z visoko tehnološko intenzivnostjo (prepoznavanje priložnosti, preizkušanje rešitev in razporejanje virov) in kdaj lahko skrajšajo razvojni čas ali odprejo dostop do dodatnih virov znotraj ekosistemov?
- Prek katerih mehanizmov inoviranja poslovnih modelov digitalne možnosti delovanja, podprte z umetno inteligenco, start-up podjetjem in uveljavljenim podjetjem omogočajo prehod iz začetne, še negotove faze v fazo rasti?
- Kdaj digitalne možnosti delovanja in prostorska umeščenost skupaj vplivajo na odkrivanje priložnosti in širitev poslovanja (npr. sodelovanje na daljavo, dostop do podatkovnih in računsko zmogljivih središč ter širitev ekosistemov čez meje držav)?

V času usposabljanja bo mladi raziskovalec vključen v redni doktorski študijski program na Ekonomski fakulteti Univerze v Ljubljani. Pod mentorstvom bo aktivno pripravljaj doktorsko disertacijo, usklajeno z zgoraj opredeljenim raziskovalnim poudarkom, ter se udeleževal doktorskih seminarjev in znanstvenih konferenc na področjih strateškega managementa in managementa tehnologij. V času doktorskega študija se od mladega raziskovalca pričakuje priprava najmanj treh visoko kakovostnih znanstvenih člankov, ki bodo kumulativno oblikovali prispevek disertacije.

Od kandidata se pričakuje:

- motiviranost za znanstveno-raziskovalno delo na področju managementa visokih tehnologij in sorodnih področij,
- pripravljenost nameniti dovolj časa znanstveno-raziskovalnemu delu v okviru rednega doktorskega študija,
- odličnost v pisnem in ustnem izražanju v angleškem jeziku,
- trdne metodološke osnove (kvantitativne in kvalitativne raziskovalne metode) iz predhodnega študija,
- pripravljenost za delo s kompleksnimi podatkovnimi nabori ter učenje analitičnih tehnik, povezanih z umetno inteligenco, ki so relevantne za raziskovalno temo.

*Eng.:* Research in high-technology management examines how firms commercialize complex, science- and engineering-intensive innovations under uncertainty, long development cycles, and strong dependence on specialized infrastructures and ecosystems. Within this domain, Deep Tech contexts are particularly salient, and advanced digital technologies, including AI, are increasingly important strategic resources because they affect not only products and operations but also how managers make and govern key choices about technology development, partnering, market entry, and scaling. Although the literature recognizes digitalization and advanced infrastructures as powerful enablers, the specific mechanisms through which data-driven technologies shape strategic decision making and support radical business model innovation (BMI) remain underexplored. Many firms still struggle to transform digital and AI potential into sustainable economic value, particularly when performance uncertainty, data and computing constraints, regulatory exposure, and legitimacy challenges interact.

It is therefore desirable that the young researcher's work focuses on the link between digital and AI-enabled affordances (the action possibilities created by data and digital infrastructures) and the strategic reconfiguration of the value architecture (value creation, delivery, and capture). The emphasis will be placed on how high-technology-intensive firms use data-driven tools and infrastructures to strengthen strategic agility and scalability through faster learning cycles, improved sensing of opportunities, and more disciplined resource allocation under uncertainty. The work will also consider the role of digital technologies as coordination and governance layers within entrepreneurial ecosystems, shaping how firms orchestrate complementarities with partners, choose positions along upstream-downstream value chains, and manage dependence on key infrastructure providers (issues that are especially pronounced in Deep Tech commercialization).

Examples of focal research questions could include:

- How do AI and other data-driven technologies influence strategic decision making in high-technology firms (opportunity sensing, experimentation, resource allocation), and under what conditions do they compress development timelines or expand accessible resources within ecosystems?
- Through which business model innovation mechanisms do digital and AI-enabled affordances enable startups and incumbents to progress from the embryonic stage to the growth phase?
- Under what conditions do digital affordances and spatial embeddedness jointly shape opportunity discovery and scaling (e.g., distributed collaboration, access to data/compute hubs, and cross-border ecosystem expansion)?

During the training, the young researcher will be enrolled in the full-time doctoral program at the School of Economics and Business of the University of Ljubljana. Under the guidance of the mentor, he/she will actively prepare a doctoral dissertation aligned with the above research focus and will participate in doctoral seminars and scientific conferences in the fields of strategic management and technology management. During the doctoral studies, the young researcher is expected to prepare at least three high-quality scientific articles that cumulatively build the dissertation contribution.

The following is expected from the candidate:

- motivation for scientific-research work in high-technology management and related domains,
- willingness to devote sufficient time to scientific-research work as part of full-time doctoral studies,
- excellence in written and oral expression in English,
- solid methodological foundations (quantitative and qualitative research methods) from previous studies,
- readiness to work with complex datasets and to learn AI-adjacent analytical techniques relevant to the research topic.

5. Priloge, ki jih je treba priložiti ob prijavi (*Documents required to be submitted with the application*):

**potrdilo o doseženi izobrazbi (*proof of completed education*)**

- kandidat z zaključenim magistrskim študijskim programom (2. bolonjska stopnja) (*candidate who has completed a Master's degree (2nd Bologna level)*):
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- kandidat, ki še ni zaključil študija na 2. stopnji  
(*candidate who has not yet completed a Master's degree*):
  - o potrdilo o do sedaj opravljenih obveznostih z ocenami magistrskega študijskega programa, s katerim se bo kandidat prijavil na doktorski študij  
(*official transcript of records listing all courses and grades obtained so far in the Master's degree programme on the basis of which the candidate will apply for enrollment in a doctoral degree programme.*)
- nagrade** – univerzitetna Prešernova nagrada ali Prešernova nagrada članice Univerze v Ljubljani oz. druga enakovredna nagrada (*awards, e.g. Prešeren Prize of the University of Ljubljana, Prešeren Prize of a University of Ljubljana member and/or another equivalent award*)
- bibliografija** (*bibliography*)
- življenjepis** (*CV*)
- motivacijsko pismo** (*motivation letter*)
- opis dosedanjega sodelovanja pri raziskovalnem delu** (*description of the candidate's research work*)
- osnutek idejne zasnove raziskovalnega dela** (*preliminary research proposal*)
- priporočilno pismo** (*letter of recommendation*)
- druge priloge** (*other attachments*):

## Opis raziskovalnega dela (Research work description)

1. Članica UL (UL member):

Ekonomska fakulteta
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2. Ime, priimek in elektronski naslov mentorja/ice (Mentor's name, surname and email):

prof. dr. Matej Černe, <a href="mailto:matej.cerne@ef.uni-lj.si">matej.cerne@ef.uni-lj.si</a>
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3. Raziskovalno področje (Research field):

5.04 Upravne in organizacijske vede; 5.04.03 <i>Management (5.04 Administrative and organisational sciences; 5.04.03 Management)</i>
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4. Opis raziskovalnega dela (Research work description):

Vključuje morebitne dodatne pogoje, ki jih mora izpolnjevati kandidat/ka za mladega raziskovalca/ko, ki niso navedeni v razpisu za mlade raziskovalce (It includes any additional conditions that the candidate for a young researcher must meet, which are not listed in the call to tender for young researchers.).

**Stov.:** Področje dela mladega raziskovalca/mlade raziskovalke bo usmerjeno v prihodnost dela zaposlenih v kontekstu porazdeljenega, digitalnega in fluidnega dela ter v to, kako posamezniki in organizacije ohranjajo (in razvijajo) uspešnost, sodelovanje in vzdržne delovne prakse v hitro spreminjajočih se delovnih okoljih. V zadnjem času naraščajo dinamičnost dela, prepletanje delovnih in nedelovnih domen ter večja odvisnost od digitalnih tehnologij in sodelovanja na daljavo, kar odpira nova vprašanja o tem, kako ljudje učinkovito delujejo v virtualnih, hibridnih in projektno organiziranih oblikah dela. Raziskovanje mladega raziskovalca/ke se bo tako osredotočalo na dejavnike, ki podpirajo uspešno delovanje zaposlenih v digitalno posredovanih, časovno in prostorsko razpršenih okoljih (npr. koordinacija, socialna povezanost, proaktivno prilagajanje, digitalne delovne prakse, informacijski sistem) ter na vlogo procesov izven delovnega konteksta pri učinkovitem delu v takšnih pogojih.

Kandidat bo član programske skupine Regenerativna ekonomija in posel', platforme #HumanizingDigitalWork ter ožje raziskovalne skupine na trojno-akreditirani Ekonomski fakulteti Univerze v Ljubljani, ki obsega raziskovalce z več kateder. Skupina, v katero vstopa kandidat/ka, je mednarodno izjemno uveljavljena skupina raziskovalcev z objavami v vodilnih svetovnih revijah kot so Academy of Management Journal, Journal of Organizational Behavior, Leadership Quarterly, Information Systems Research, International Journal of Information Management, Information Systems Research, Journal of Business Research in Human Resource Management. Skupina ima vzpostavljeno sodelovanje z vodilnimi slovenskimi in svetovnimi inovativnimi podjetji, kjer so teme dobrega počutja ter skrbi za zaposlene ključne za uspešno ravnanje z ljudmi in procesi ter na ta način za doseganje konkurenčne prednosti.

Pričakovani rezultati raziskovalnega dela mladega raziskovalca se bodo odražali tako na znanstvenem kot tudi strokovnem nivoju. Pričakujemo pomemben prispevek k svetovni znanosti na področju managementa ter organizacijskih ved, ki se bo odrazil v objavah vodilnih svetovnih revijah ter na izbranih mednarodnih konferencah (npr. Academy of Management, Society for Industrial and Organizational Psychology, European Association for Work and Organizational Psychology). Hkrati bo kandidat/ka skrbel tudi za diseminacijo svojih ugotovitev v strokovnem prostoru in tako prispeval/a k razvoju gospodarstva in povezovanju centrov znanja s podjetji.

Poleg raziskovalnega dela bo mladi raziskovalec/mlada raziskovalka vpisan/a tudi v redni doktorski študij (usmeritev Poslovne vede) na Ekonomski fakulteti v Ljubljani, pri čemer bo predizobrazba s področja vodenja podjetij, organizacijskih ved, poslovne informatike/računalništva, uporabne, socialne ali organizacijsko-industrijske psihologije prednost.

MR bo prek mentorja vpet tudi v intenzivna mednarodna sodelovanja. Konkretna raziskovalna vprašanja in metodologija, ki jo bo študent/ka uporabila pri svojem raziskovalnem delu bo izoblikovana tekom prvega leta študija v sodelovanju z mentorjem, temeljila pa bo – predvidoma - na kvantitativnemu raziskovalnem pristopu.

Od kandidata pričakujemo tudi:

- Visoko raven motiviranosti za znanstveno-raziskovalno delo
- Proaktivnost, ustvarjalno radovednost in disciplinirano vztrajnost
- Odličnost v obvladovanju pisnega in ustnega izražanja v angleškem jeziku (doktorski program se izvaja v angleščini)
- Predhodna metodološka in vsebinska znanja s področja prijave
- Digitalne spretnosti raziskovalnega dela
- Izkušnje s pisanjem strokovnih in znanstvenih tekstov so prednost
- Pozitiven odnos do timskega dela ob hkratnem prevzemanju osebne odgovornosti
- Pripravljenost preživeti del študija na eni od vodilnih svetovnih univerz
- Ambicijo prispevati k razvoju znanosti v svetovnem merilu

*Eng.:*

The young researcher's work domain will focus on the future of work in the context of regenerative business, with an emphasis on how employees and organizations sustain high performance and effective collaboration in distributed, digital, and fluid forms of work. Contemporary work is becoming increasingly dynamic and technology-mediated, with more hybrid and remote arrangements, cross-boundary collaboration, and project-based organizing. The young researcher's work will therefore examine how individuals remain effective in work-intense and digitally enabled environments, including key mechanisms such as coordination and communication practices, social connection in virtual/hybrid teams, proactive adaptation and self-management, digital work routines, and information systems. The research will also consider relevant processes beyond the immediate work setting that support functioning in such conditions.

The candidate will be a member of the programme group Regenerative Economy and Business, the #HumanizingDigitalWork platform, and a narrower research group at the triple-crowned School of Economics and Business, University of Ljubljana, spanning several academic units. Its members publish in leading academic journals in the field of management, including Academy of Management Journal, Journal of Organizational Behavior, Leadership Quarterly, European Journal of Work and Organizational Psychology, International Journal of Information Management, Journal of Business Research, and Human Resource Management. The group has established collaborations with leading Slovenian and global innovative organizations, where topics related to digital and distributed work and contemporary ways of organizing are central for people management and for sustaining competitive advantage.

Expected results will have impact at both the scientific and professional levels. We expect a significant contribution to global literature in management and organization studies through publications in leading international journals and presentations at selected conferences (e.g., Academy of Management, Society for Industrial and Organizational Psychology, European Association for Work and Organizational Psychology). At the same time, the candidate will

disseminate findings in the professional arena and contribute to organizational development and to strengthening links between knowledge centres and companies.

The young researcher will take part in the full-time PhD programme (specialization Business Studies) at the University of Ljubljana, School of Economics and Business. Previous education and experience (academic or professional) in organization studies, business, human resource management, information systems/computer science, or industrial-organizational psychology is an advantage. Through the supervisor, the young researcher will be embedded in intensive international collaborations. Specific research questions and the methodology will be defined together with the supervisor during the first year of studies and will most likely be based on a quantitative approach.

We also expect from the candidate:

- High level of motivation for scientific research work
- Proactivity, creative curiosity, and disciplined persistence
- Excellence in written and spoken English (the PhD programme is delivered in English)
- Prior methodological and content knowledge relevant to the application domain
- Digital research skills
- Experience with writing professional and scientific texts is an advantage
- Positive attitude toward teamwork alongside personal responsibility
- Readiness to spend part of the studies at one of the leading international universities abroad
- Ambition to contribute to science at the global level

5. Priloge, ki jih je treba priložiti ob prijavi (*Documents required to be submitted with the application*):

**potrdilo o doseženi izobrazbi (*proof of completed education*)**

- kandidat z zaključenim magistrskim študijskim programom (2. bolonjska stopnja) (*candidate who has completed a Master's degree (2nd Bologna level)*):
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- kandidat, ki še ni zaključil študija na 2. stopnji (*candidate who has not yet completed a Master's degree*):
  - potrdilo o do sedaj opravljenih obveznostih z ocenami magistrskega študijskega programa, s katerim se bo kandidat prijavil na doktorski študij (*official transcript of records listing all courses and grades obtained so far in the Master's degree programme on the basis of which the candidate will apply for enrollment in a doctoral degree programme.*)

**nagrada** – univerzitetna Prešernova nagrada ali Prešernova nagrada članice Univerze v Ljubljani oz. druga enakovredna nagrada (*awards, e.g. Prešeren Prize of the University of Ljubljana, Prešeren Prize of a University of Ljubljana member and/or another equivalent award*)

**bibliografija** (*bibliography*)

**življenjepis** (*CV*)

**motivacijsko pismo** (*motivation letter*)

**opis dosedanjega sodelovanja pri raziskovalnem delu** (*description of the candidate's research work*)

**osnutek idejne zasnove raziskovalnega dela** (*preliminary research proposal*)

**priporočilno pismo** (*letter of recommendation*)

**druge priloge** (*other attachments*):

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1. Članica UL (UL member):

Ekonomska fakulteta

2. Ime, priimek in elektronski naslov mentorja/ice (Mentor's name, surname and email):

Aleš Groznik, ales.groznik@ef.uni-lj.si

3. Raziskovalno področje (Research field):

5.02.01 Družboslovje, Ekonomija, Ekonomske vede in 5.02.02. Družboslovje, Ekonomija, Poslovne vede

4. Opis raziskovalnega dela (Research work description):

Vključuje morebitne dodatne pogoje, ki jih mora izpolnjevati kandidat/ka za mladega raziskovalca/ko, ki niso navedeni v razpisu za mlade raziskovalce (It includes any additional conditions that the candidate for a young researcher must meet, which are not listed in the call to tender for young researchers.).

Področje raziskovalnega dela mladega raziskovalca bo osredotočeno na preučevanje transformacij, ki jih digitalizacija, podatkovna ekonomija in platformizacija prinašajo v sistem mobilnosti. Ožje raziskovalno področje bo digitalna transformacija mobilnostnih ekosistemov, ki vključuje preplet tehnoloških inovacij (npr. umetna inteligenca, internet stvari, digitalne platforme), novih poslovnih modelov ter regulativnih in institucionalnih sprememb. Poseben poudarek bo na analizi, kako digitalne tehnologije preoblikujejo vedenje uporabnikov, organizacijo mobilnostnih storitev ter strukturo trga.

Mobilnost postaja podatkovno intenziven sistem, v katerem se prepletajo javni in zasebni akterji, digitalne platforme, infrastruktura ter končni uporabniki. Digitalizacija spodbuja razvoj novih oblik mobilnosti (npr. mobilnost kot storitev – MaaS, delitvene platforme, avtonomna vozila), hkrati pa preoblikuje tradicionalne poslovne modele prevoznikov, logističnih podjetij in proizvajalcev vozil. V ospredje stopa aktivni uporabnik, katerega odločitve temeljijo na realnočasovnih podatkih, algoritmičnem usmerjanju in personaliziranih storitvah.

Raziskovalni izzivi vključujejo analizo učinkov digitalnih platform na konkurenco in strukturo trga, vrednotenje podatkov kot strateškega vira, modeliranje vedenjskih odzivov uporabnikov ter ocenjevanje vpliva digitalizacije na trajnost, produktivnost in družbeno blaginjo. Posebna pozornost bo namenjena razvoju ekonometričnih modelov in uporabi naprednih metod analize velikih podatkov za razumevanje kompleksnih interakcij med tehnologijo, poslovnimi modeli in regulacijo. Raziskave bodo relevantne tako za oblikovalce politik kot za podjetja, ki delujejo v hitro razvijajočem se mobilnostnem okolju.

Mladi raziskovalec bo v času usposabljanja vpisan na redni doktorski študij na Ekonomski fakulteti Univerze v Ljubljani, s polnim financiranjem. V prvem letu doktorskega študija bo v sodelovanju z mentorjem identificiral ključne raziskovalne vrzeli v znanstveni literaturi na področju digitalne mobilnosti, oblikoval jasna raziskovalna vprašanja, določil ustrezne metodološke pristope ter prijavil temo doktorske disertacije.

V času doktorskega študija bo pripravil najmanj tri visokokakovostne znanstveno-raziskovalne članke, ki bodo temeljili na empiričnih analizah in uporabi naprednih

kvantitativnih metod (ekonometrija, strojno učenje, analiza velikih podatkov), z namenom objave v mednarodno priznanih znanstvenih revijah. Cilj mladega raziskovalca bo uspešen zaključek doktorskega študija in zagovor doktorske disertacije v predvidenem času financiranja.

Od kandidata oziroma kandidatke se pričakuje:

- Visoka motiviranost za znanstveno-raziskovalno delo.
- Proaktivnost, ustvarjalnost in vztrajnost.
- Samostojno kritično analitično razmišljanje.
- Odlično pisno in ustno izražanje v angleškem jeziku.
- Sposobnost dela z velikimi podatkovnimi bazami in uporabo kvantitativnih/ekonometričnih metod.
- Izkušnje z analizo kompleksnih podatkovnih nizov.
- Izkušnje z uporabo umetne inteligence in algoritmičnih pristopov.
- Odrprtost za interdisciplinarno sodelovanje ter sposobnost samostojnega in timskega dela.

The research of the young researcher will focus on examining the structural transformations that digitalization, the data economy, and platformization bring to mobility systems. The narrower research field will address the digital transformation of mobility ecosystems, integrating technological innovation (e.g., artificial intelligence, Internet of Things, digital platforms), emerging business models, and regulatory and institutional change. Special emphasis will be placed on understanding how digital technologies reshape user behavior, service provision, and market structure.

Mobility is increasingly becoming a data-intensive ecosystem in which public and private actors, digital platforms, infrastructure providers, and end users interact dynamically. Digitalization enables the development of new mobility paradigms (e.g., Mobility-as-a-Service (MaaS), sharing platforms, autonomous vehicles), while simultaneously transforming traditional business models of transport operators, logistics companies, and vehicle manufacturers. The active user, supported by real-time data, algorithmic decision-making, and personalized services, is at the center of this transformation.

Research challenges include analyzing the competitive and structural effects of digital platforms, assessing data as a strategic asset, modeling behavioral responses of users, and evaluating the economic and societal impacts of digital mobility solutions. Particular attention will be devoted to the development of econometric models and the application of advanced quantitative and machine learning methods to study complex interactions between technology, business models, and regulation. The research outcomes will be relevant for policymakers and firms operating in rapidly evolving mobility markets.

During the training period, the young researcher will be enrolled in the full-time doctoral program at the School of Economics and Business, University of Ljubljana, with full funding. In collaboration with the supervisor, the researcher will identify key research gaps in digital mobility literature during the first year, formulate clear research questions, define appropriate methodological approaches, and submit the dissertation proposal.

Throughout the doctoral studies, the candidate will prepare at least three high-quality scientific articles based on empirical research, applying advanced quantitative methods (econometrics, machine learning, big data analytics), with the aim of publishing in internationally recognized peer-reviewed journals. The ultimate goal is the successful completion and defense of the doctoral dissertation within the funding period.

The candidate is expected to:

- Demonstrate strong motivation for scientific research.
- Be proactive, creative, and persistent.
- Possess independent critical analytical thinking skills.
- Have excellent written and oral communication skills in English.
- Be proficient in working with large datasets and applying quantitative/econometric methods.
- Have experience in complex data analysis.
- Have experience in artificial intelligence applications.
- Be open to interdisciplinary collaboration and capable of both independent and teamwork.

5. Priloge, ki jih kandidat priloži k prijavi (*Documents that the candidate submits with the application*):

**diplomska listina/potrdilo o zaključku študijskega programa** (*diploma certificate for study programme, with which the candidate has enrolled/ will enroll in a doctoral degree programme*)

**priloga k diplomi/ potrdilo o opravljenih obveznostih** (*official transcript of all the grades for study programme, with which the candidate has enrolled/will enroll in a doctoral degree programme*)

**potrdilo o do sedaj opravljenih obveznostih z ocenami študijskega programa, s katerim se bo kandidat prijavil na študij** (*official transcript of all the grades the candidate has received so far for the study programme, with which the candidate will enroll to a doctoral degree programme*)

**nagrade** (*awards (e.g. Prešeren Prize of the University of Ljubljana, Prešeren Prize of a University of Ljubljana member and/or another equivalent award)*)

**bibliografija** (*bibliography*)

**življenjepis** (*CV*)

**motivacijsko pismo** (*motivation letter*)

**opis dosedanjega sodelovanja pri raziskovalnem delu** (*description of the candidate's research work*)

**osnutek idejne zasnove raziskovalnega dela** (*preliminary research proposal*)

**priporočilno pismo** (*letter of recommendation*)

**druge priloge** (*other attachments*)