

## Digital trust and teamwork in and around service providers

**Project management:** Prof. Dr. Markus A. Launer

**Summary:** The project generates application-oriented knowledge to be implemented in the region of Uelzen, in order to promote the economy. For this purpose, collaborative activities are being entered into with research institutions, universities and companies in the digital economy. In addition, cooperation partners are to transfer their knowledge to the companies / public institutions in the Uelzen region. Three studies on the topic of digital trust and teamwork are being funded (staffing and material costs). Innovative, novel methods of analysis are to be used in the analysis (supply chain and B2B). The aim is to investigate digital trust in supply chains running from suppliers to companies and business customers, through to the end customer. There is an academic void regarding the inter-organisational approach between companies.

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**Funding amount:** 243.101 €

**Organisational unit:** Faculty of Trade and Social Work

**Research areas:** Digitization and Industry 4.0  
Social Perspectives of Change



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