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The Conference Proceedings bring together interdisciplinary research on artificial intelligence, digital transformation, entrepreneurship, education, human capital, and sustainable development. The contributions examine how emerging technologies and innovation are transforming organizations, businesses, educational systems, and society. The first part focuses on artificial intelligence, digital technologies, smart cities, marketing analytics, consumer behavior, and AgriTech as drivers of organizational and economic transformation. The second part addresses entrepreneurship, business innovation, management, SME development, commercialization of university research, leadership, marketing, and adaptive approaches to enterprise performance. The third part explores education, human capital, and social innovation, highlighting lifelong learning, future skills, entrepreneurship education, AI in education, digital competence, resilience, and the transformation of learning in times of uncertainty. The fourth part focuses on sustainable development, governance, law, and sectoral transformation, including ESG principles, public-sector innovation, data and intellectual property protection, environmental responsibility, sustainability reporting, and human capital development. Overall, the contributions demonstrate that successful transformation requires the integration of technological innovation with entrepreneurial capabilities, human-centered education, adaptive management, responsible governance, and sustainable development.

Keywords: Artificial Intelligence; Digital Transformation; Innovation; Entrepreneurship; Business Management; Smart Technologies; Marketing; SMEs; Human Capital; Future Skills; Higher Education; Lifelong Learning; Social Innovation; Sustainability; ESG; Governance; Resilience; Digitalization; Sustainable Development

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CONTENT

INTRODUCTION	7
Section I. Artificial Intelligence, Digital Technologies and Smart Transformation	
Olena Bilovodska, Mykhailo Bilukha ARTIFICIAL INTELLIGENCE AND INTERNAL MARKETING AS DRIVERS OF ORGANIZATIONAL TRANSFORMATION	9
Faizan Ali Qureshi ARTIFICIAL INTELLIGENCE AND SOCIAL INNOVATION FOR ENHANCING HEALTHCARE ACCESSIBILITY IN PAKISTAN	10
Viktoriya Kulyk DIGITAL INNOVATION HUBS AS CATALYSTS FOR SME TRANSFORMATION: THE EUNITED DIGITAL HUB CASE	11
Dmytro Berehovenko ANALYSIS OF CONSUMER BEHAVIOR TRANSFORMATIONS IN THE CONTEXT OF DIGITALIZATION	12
Ihor Vernyhora INNOVATIVE TECHNOLOGIES FOR REDUCING THE IMPACT OF SKEWING ON BRIDGE CRANES THROUGH PARAMETER RANKING OF THE “CRANE–RAIL” SYSTEM	14
Dmytro Nesterov THE IMPACT OF AN ENTERPRISE’S INFORMATION POTENTIAL ON THE QUALITY OF SCIENTIFIC RESEARCH	15
Lesya Babych, Mariia-Anastasiia Babych AI AND MACHINE LEARNING IN MARKETING ANALYTICS: FROM MATHEMATICAL PROBLEM FORMULATION TO MARKETING DECISIONS	16
Petro Skrypchuk, Miriam Slobodníková, František Vojtech, Mykhailo Skrypchuk RESULTS OF THE SMART CITY ASSESSMENT	17
Borys Yazlyuk, Anatolii Guley, Artem Koldovskyi ECONOMIC AND MANAGERIAL IMPACTS OF AGRITECH ADOPTION IN MODERN AGRICULTURAL ENTERPRISES.....	18

DIGITAL INNOVATION HUBS AS CATALYSTS FOR SME TRANSFORMATION: THE EUNITED DIGITAL HUB CASE

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Abstract

Objectives. The research focuses on the role of Digital Innovation Hubs (DIHs) to drive the digital transformation of small and medium-sized enterprises (SMEs). We specifically focus on the EUNITED Digital Hub in Ukraine and how it combines technological assistance, skills development, investment opportunities and networking. This study aims to provide some insight on how those kinds of support can overcome the major obstacles to business digitalisation.

Methodology. This is a qualitative case study. The research is based on information available about the EUNITED Digital Hub on the internet in terms of its target groups, priority technologies, consortium structure, and services. The analysis focuses on four aspects: Test Before Invest, Skills & Training, Support to Find Investment and Innovation Ecosystem & Networking. They were examined in terms of content and relationships for SME digital transformation.

Key Findings and Results. The EUNITED model addresses four interconnected aspects of digitalisation. Test Before Invest helps businesses assess technologies before investing. Skills & Training is for those who must learn and use new technologies. Investment support is used in response to financial hurdles and Innovation Ecosystem & Networking connects businesses with technology companies, research institutions, public institutions and other partners. Combined with these services, the Hub will play a larger role than a technology provider as it forms an intermediary place where technological knowledge, business needs, skills and collaboration opportunities exist. This case shows that digitalisation is not only about access to technology but also skills and innovation collaborations.

Conclusions. The EUNITED case indicates that the DIH model can be used to assist SME transformation through the use of an integrated service model. And its combination of technology access, competence development, investment opportunities and networking makes DIHs relevant to knowledge transfer, business–science cooperation and the establishment of innovation ecosystems in Ukraine.

Keywords: Digital Innovation Hubs; Digital Transformation; Innovation Ecosystems; Knowledge Transfer; SMEs.