

# Emerging Technology Research Hub

## Empowering organisations to create value with emerging technologies

### Leading the way in technology-enabled value creation

The Emerging Technology Research Hub brings together expertise from across UQ Business School to understand how emerging technologies reshape organisations, industries and economic activity.

From artificial intelligence and data systems to quantum technologies, advance manufacturing, next-generation energy systems and space technologies, emerging technologies are transforming how organisations innovate, compete and create value.

Our research provides rigorous, practice-relevant insights that help organisations navigate technological change, identify new opportunities and develop strategies for responsible and effective value creation.

### Our areas of expertise

The Emerging Technology Research Hub will create a unified narrative for the Business School across three main areas:

#### **Innovation, transformation and commercialisation**

We examine how organisations innovate with emerging technologies and translate them into new products, services, business models and organisational capabilities. Our research explores digital innovation, technology commercialisation, organisational transformation and entrepreneurship across sectors.

#### **Governance, accountability and policy**

Emerging technologies raise complex questions around regulation, accountability and responsible use. Our research examines how technologies such as artificial intelligence are governed through regulatory frameworks, standards and institutional arrangements.

#### **Opportunities, ecosystems and business environments**

We investigate how business environments enable or constrain opportunities around emerging technologies. Our research examines the formation of innovation ecosystems, the evolution of sectors and value chains, and the infrastructure and institutional conditions that shape technological development.



## Strategic focus

The Emerging Technology Research Hub aims to advance understanding of how emerging technologies reshape organisations, industries and economic ecosystems. By generating rigorous, practical relevant research on innovation, opportunities and governance, the Hub seeks to help organisations translate emerging technologies into sustainable value creation and long-term competitiveness.

The Hub's ambition is to position UQ Business School as a leading international centre for thought leadership on the organisational and economic implications of emerging technologies. Through interdisciplinary collaboration and engagement with industry and policymakers, the Hub contributes evidence-based insights that support responsible innovation, resilient technology ecosystems and globally competitive organisations and business environments.

## External engagement

The Emerging Technology Research Hub works with industry leaders, entrepreneurs and policymakers to develop research that informs real-world decisions around technological adoption, innovation and governance.

Through research partnerships, collaborative projects and thought leadership, the Hub contributes to national and international conversations on emerging technologies and their implications for organisations, industries and economic development.

## Leading the way

### Associate Professor Frederik von Briel (Co-Lead)

Frederik is an Associate Professor in Strategy and Entrepreneurship at UQ Business School. His research and teaching focus on how business opportunities emerge and how broad changes to the business-environment—such as technology advances like generative AI and crises like COVID-19—create opportunities to do things differently and better.

### Associate Professor Ida Asadi Someh (Co-Lead)

Ida is an Associate Professor in the Business Information Systems Discipline at the UQ Business School and a research affiliate at the Centre for Information Systems Research (CISR), MIT Sloan School of Management, USA. Her research focuses on organisational and societal impact of data, analytics and artificial intelligence.

## Creating value with emerging technology!

## World-leading expertise

### The University of Queensland



Ranked in the world's top 50, The University of Queensland is one of Australia's leading research and teaching institutions.



We are committed to providing knowledge leadership for a better world and are striving towards building a better future for our students and community.



Research with global impact: We're finding solutions to the world's biggest challenges.

### UQ Business School



Our academics collaborate across multidisciplinary content.



Research themes help businesses support progress towards achieving the United Nations Sustainable Development Goals.



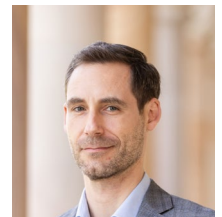
Cross disciplinary research helps companies achieve sustainability goals without added financial strain.

## Points of contact

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## For more information

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