



university of
 groningen



Groningen Digital Business Centre



The University and businesses are
 working together to structurally
 strengthen the digital sector in
 the Northern Netherlands

 www.rug.nl/gdbc

GDBC is co-financed by:



EUROPESE UNIE
 Europees Fonds voor regionale ontwikkeling



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Groningen, city of IT

The GDBC brings knowledge from academics and professionals together

Groningen is one of the most important IT cities in the Netherlands. The demand for digital business knowledge and for academically trained experts in the digital sector is growing. At the Groningen Digital Business Centre (GDBC), we meet this need by combining academic knowledge with practical experience. We put for example the University of Groningen students in contact with businesses from the Northern Netherlands. The GDBC is also a knowledge platform for entrepreneurs. Together, we focus on developing, sharing and transferring knowledge in the field of digital entrepreneurship.

‘The GDBC is much more than a platform where academics and professionals meet’

‘I think it’s important for GDBC to be more than just a knowledge platform. We offer our partners practical information, which they can use to get real results. As its Director, I hope that this approach will allow our centre of expertise to deliver added value for a range of stakeholders.’

Tammo Bijmolt
Director of the GDBC

digitization

The four pillars of the GDDBC

The Groningen Digital Business Centre (GDDBC) is part of the Faculty of Economics and Business and the Faculty of Science and Engineering of the University of Groningen. The GDDBC's activities strengthen the digital sector in the Northern Netherlands. The University and the Northern Online Entrepreneurs club (NOO: Noordelijke Online Ondernemers) are working together to realize the following ambitions:

1. Knowledge platform

The GDDBC is first and foremost a knowledge platform in the area of digital entrepreneurship. As such, we organize events about relevant themes in the digital sector.

2. Matchmaking

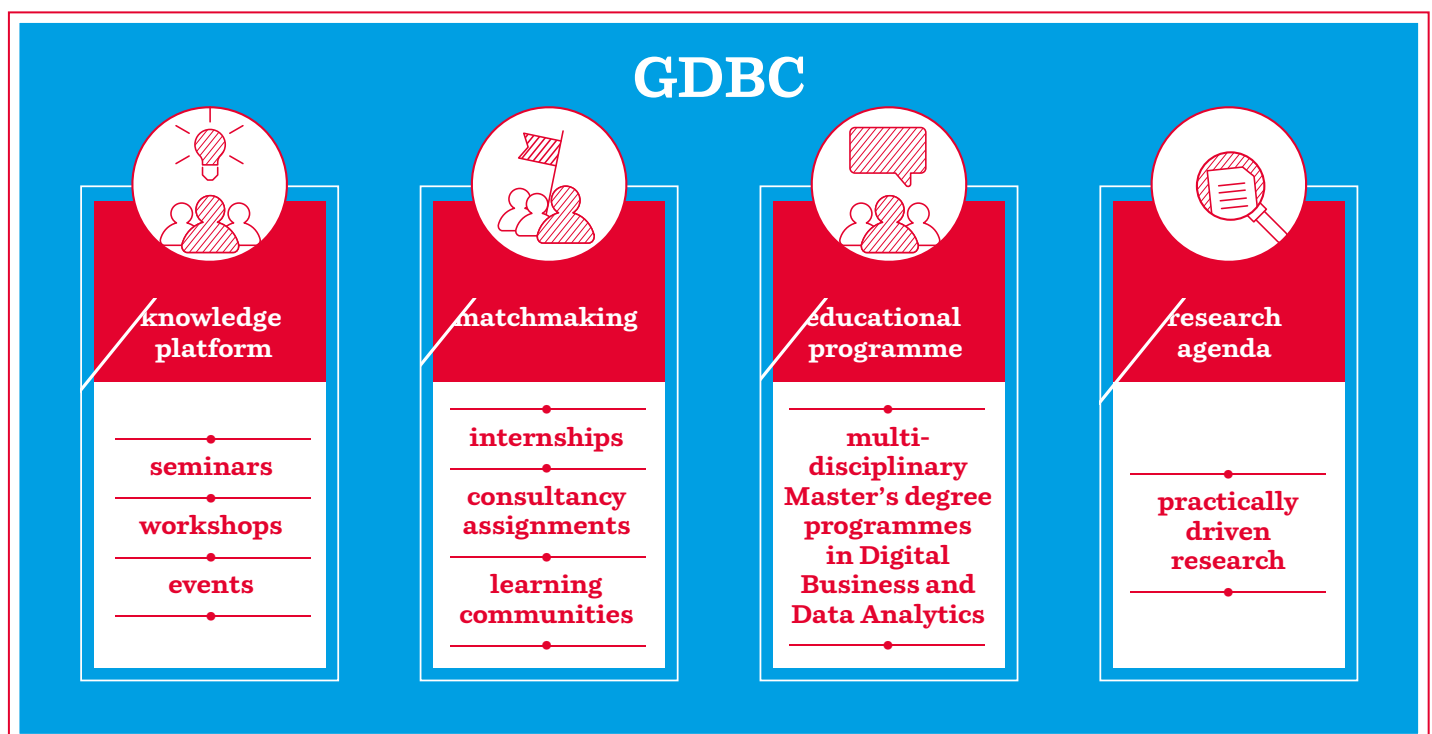
We also facilitate professional matchmaking between digital businesses and students. The GDDBC connects talented students with businesses from the Northern Netherlands.

3. Educational programme

The GDDBC is establishing a unique multidisciplinary teaching programme, combining relevant study courses from the Faculty of Economics and Business (FEB) and the Faculty of Science and Engineering (FSE).

4. Research agenda

In collaboration with digital businesses in the North, the GDDBC investigates the current research questions within the digital sector, with aim of developing a joint research agenda.



Experiences

GDBC partners



‘Clear added value’

‘In today’s rapidly changing digital world, it is particularly important to have good ties with an excellent university like the UG. NOO (Noordelijke Online Ondernemers; Northern Netherlands Online Entrepreneurs) recognizes the clear added value in the NOO and UG’s collaboration within the GDBC in order to share, evaluate and strengthen our knowledge.’

Marco de Jong
Chair of NOO and fund manager for G-force

‘Combining research and teaching’

‘It is very much in the interests of Groningen and the Northern Netherlands to further strengthen the digital agenda. The GDBC plays an important role in this by conducting research, and combining research and teaching.’

Fred Hassert
Chair of Samenwerking Noord



GDBC researchers



‘The opportunities of data collection’

‘I work at the GDBC on digital transformation within companies. We are still only in the early stages of discovering what is possible in the area of data collection and analysis. There is no end in sight, it’s an ongoing process.’

Nicolai Fabian
PhD student, GDBC

‘Entrepreneurs and digital readiness’

‘My research project is on digital readiness. Working with the GDBC is great, as Bas Baalmans helps to make connections with businesses. That helps to make my research really interesting for entrepreneurs.’

Khoi Nguyen
PhD student, GDBC



GDBC for your business

What else can we do for you?

research your business case | generate new insights | expand your network |
offer inspiring events | provide access to practice-driven academic knowledge |
find students for internships | promote job openings | facilitate consultancy projects

Working together towards the digital future

The GDBC not only attracts entrepreneurs to the University, it also guides students into businesses. We let students work on research questions based on practical questions. Students can also do internships at online businesses or carry out specific consultancy projects. In addition, it is possible for a group of students to work on a given subject within a learning community on behalf of businesses based in the Northern Netherlands.

know/ledge

‘The GDBC fulfils a long-held desire of businesses.’

‘There is such a need for knowledge and skills around digital business and data analytics. The centre of expertise builds those links between research, teaching and enterprise on many fronts and at various levels.’

Bas Baalmans
GDBC project leader



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FEB and FSE

The Faculty of Economics and Business (FEB) offers a wide range of Bachelor's, Master's and doctoral degree programmes. Our staff and students work closely together on innovative research projects, often with an international dimension. Students develop the knowledge that they need to excel in their area, as well as the skills that will be crucial in the internationally-oriented organizations of the future. Our Faculty is part of the University of Groningen, a dynamic academic institution founded in 1614 and renowned for its rich research tradition. FEB belongs to the world's top 1% of business schools, holding both the EQUIS and AACSB quality standards.

The Faculty of Science and Engineering (FSE) is home to a wide range of disciplines and research fields. Its research and teaching programmes vary in topic, from nanomaterials and biomachines to astronomy, from mathematics to pharmacy, from neurosciences to computing science and from molecular and evolutionary biology to marine biology.

Your business partner

Developing and applying knowledge is a collaborative affair. As such, the University actively seeks to work with businesses, local governments and other organizations. Your organization can benefit from our academic insights and we can benefit from your practical knowledge. If you would like to conduct research, find young talent or complete an executive programme yourself, consider us your partner in the area of business and economics.

Find out how we can support your organization at www.rug.nl/feb/businesspartner.

Centres of Expertise

Alongside GDBC, FEB has 11 more centres of expertise, each focused on a specific discipline. You can ask the relevant centre of expertise to carry out research for your organization, or take part in research projects that are already up and running. By working with one or more of our centres of expertise, you will gain access to recent research, courses and events.

Read more on www.rug.nl/feb-joint-research.

Our centres of expertise:

- GDBC: Groningen Digital Business Centre
- CIBIF: Centre for International Banking, Insurance and Finance
- CEER: Centre for Energy Economics Research
- CIC: Customer Insights Center
- COELO: Centre for Research on Local Government Economics
- COPE: Centre for Operational Excellence
- GGDC: Groningen Growth and Development Centre
- Healthwise
- HRM&OB: Centre for Human Resource Management and Organisational Behaviour
- iGOR: Institute for Governance and Organizational Responsibility
- In the LEAD
- VinCI: Value in Collaborative Innovation



www.rug.nl/feb/businesspartner

Our FEB alumni and researchers

Dr Wim Duisenberg †, *First director of the European Central Bank* **Annemiek Fentener van Vlissingen**, *Chair of the Supervisory Board at SHV Holdings* **Prof. Klaas Knot**, *Director of De Nederlandsche Bank* **Prof. Peter Leeflang**, *Frank M. Bass Professor of Marketing* **Prof. Angus Maddison** †, *Emeritus Professor of Economic Sociology* **Paul Polman**, *CEO of Unilever* **Jeroen Smit**, *Professor, journalist and writer* **Dr Ernest Yonli**, *Ambassador to the United States and former Prime Minister of Burkina Faso*