



MENTHERIS SRL

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Expression of interest

of MENTHERIS to join a Consortium on HORIZON EUROPE calls

[Culture, Creativity and Inclusive Society 2026 \(HORIZON-CL2-2026-01\)](#)
[Culture, Creativity and Inclusive Society - 2027 \(HORIZON-CL2-2027-01\)](#)

Organization details:

Country: Romania

Name of the organization: Mentheris

Contact person short description and contact details:

Name: Elena Puica, PhD.

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Dr. Elena Puica holds a PhD in Informatics Economics, with research focused on emerging technologies and informatic solutions in the field of Supply Chain Management. Her doctoral work explored the role of advanced digital technologies and integrated information systems in improving organizational performance and coordination across supply chains.

She has over 10 years of experience in digital transformation projects, working with international and multidisciplinary teams to design, implement, and deploy complex information systems. Her professional background includes involvement in large-scale technology implementation, where she contributed to the development and integration of digital solutions supporting organizational processes and innovation.

Her research and professional interests focus on the intersection between emerging technologies, digital transformation, and human–technology interaction in socio-technical systems.

Short description of the organization

Mentheris is a research and innovation initiative based in Romania focused on the interaction between emerging digital technologies and human adaptive capacity in socio-technical systems. The initiative explores how technological expansion and digital transformation influence the ability of individuals, society and organizations to adapt to increasingly complex technological environments.

The organization is currently developing research directions and conceptual frameworks related to digital transformation, human–technology interaction, and the role of emerging technologies in shaping future knowledge ecosystems.

Mentheris aims to contribute to interdisciplinary research and innovation projects by bringing together perspectives from technology, organizational studies, and socio-technical systems analysis. The initiative is actively seeking partnerships with academic institutions, research organizations, industry partners, companies and research networks in order to develop collaborative research projects within European research programmes such as Horizon Europe.

The founder and main researcher, Dr. Elena Puica, holds a PhD in Informatics Economics and has over 10 years of experience working in digital transformation projects and the implementation of complex information systems in international and multidisciplinary environments. Her research interests include emerging technologies, informatic solutions in supply chain management, digital transformation, and the dynamics between technological development and human adaptive capacity.

Possible main contributions of organization to the project proposal

- Work Package leader – yes
- Task leader - yes

Research: *Conceptual and interdisciplinary research on digital transformation, emerging technologies, and human–technology interaction within socio-technical systems.*

Elaboration of: *Conceptual frameworks, analytical models, and research methodologies related to technology adoption, technological expansion, and human adaptive capacity in complex organizational environments.*

Analysis: *Qualitative and quantitative research of technological implementation processes, digital transformation dynamics, and socio-technical system performance.*

Contribution to strategy: *Development of strategic perspectives and policy recommendations regarding human-centered digital transformation, technology adoption, and sustainable innovation ecosystems.*

Other:

*Literature review and state-of-the-art analysis
Model development and framework design*

*Dissemination activities (scientific publications, reports, and academic communication)
Contribution to interdisciplinary collaboration between research and industry*

Specific expertise relevant to the call topic

Mentheris contributes expertise at the intersection of digital technologies, digital transformation, and human-centric socio-technical systems. The initiative focuses on understanding how technological expansion interacts with human adaptive capacity and organizational systems in increasingly complex digital environments.

The founder and principal researcher, Dr. Elena Puica (PhD. in Informatics Economics), has conducted academic research and published studies on emerging technologies and informatic solutions in organizational transformation. Her work explores how advanced technologies (such as artificial intelligence, Big Data analytics, Internet of Things (IoT), RFID technologies, cloud computing), can be integrated into complex digital ecosystems and proposed informatic solutions while supporting human-centered technological development.

Her research proposed an information system architecture integrating emerging technologies to improve data integration, transparency, automation, and decision-making processes in organizational environments. Which led to further research exploring the interaction between technological adoption and human adaptive capacity. Building on this research direction, her work investigates how organizations, society and individuals adapt to rapidly evolving technological ecosystems, with a particular focus on human-centric digital transformation. The research aims to better understand the balance between technological expansion and the ability of individuals, society and organizations to effectively integrate and use digital technologies, contributing to the development of frameworks, models and analytical perspectives that support sustainable and human-centered innovation.

Key expertise relevant to the topic includes:

- Human-centric digital transformation and socio-technical system analysis*
- Research on the interaction between technological development and human adaptive capacity*
- Design of integrated information system architectures based on emerging technologies*
- Conceptual framework development for technology adoption and digital ecosystems*
- Analysis of organizational and societal implications of emerging technologies*
- Experience in digital transformation projects involving complex information systems and international teams*
- Academic publications in areas such as predictive analytics, digital technologies, IoT systems, and data-driven decision processes*
- Interdisciplinary perspective connecting technology, organizations, and human factors*

Mentheris aims to contribute to Horizon Europe projects through conceptual research, analytical model development, interdisciplinary collaboration, and the exploration of human-centered approaches to technological innovation and digital transformation.

<https://mentheris.com/>

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