

*Supplementary information*

**EVALUATION OF COMPOSITION SUITABILITY  
OF THE MODEL FOR NEW SERVICE DEVELOPMENT**

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Characteristics of Lithuanian business enterprise experts who participated in the suitability assessment of the proposed model composition (source: compiled by the authors)

Expert code	Position, education	General work experience in business services companies (in years)	Experience in NSD projects (in years)	The service is being developed/ installed at present or at least one year ago (yes / no)	The segment in which the business services company operates
E <sub>LT1</sub>	CEO, higher university education	16–20	16–20	Yes	IT
E <sub>LT2</sub>	Director, higher university education	21–25	21–25	Yes	IT
E <sub>LT3</sub>	General director, higher university education	16–20	16–20	Yes	IT
E <sub>LT4</sub>	Director, higher university education	16–20	16–20	Yes	IT
E <sub>LT5</sub>	Director, higher university education	16–20	16–20	Yes	IT
E <sub>LT6</sub>	General director, higher university education	21–25	16–20	Yes	IT
E <sub>LT7</sub>	Director, higher university education	11–15	11–15	Yes	IT
E <sub>LT8</sub>	General director, higher university education	21–25	16–20	Yes	IT
E <sub>LT9</sub>	Executive Director for Digital Business, higher university education	11–15	6–10	Yes	IT

Characteristics of Danish business enterprise experts who participated in the suitability assessment of the proposed model composition (source: compiled by the authors)

Expert code	Position, education	General work experience in business services companies (in years)	Experience in NSD projects (in years)	The service is being developed/ installed at present or at least one year ago (yes / no)	The segment in which the business services company operates
E <sub>DK1</sub>	Network technology manager, higher university education	16–20	6–10	Yes	IT
E <sub>DK2</sub>	Executive director, higher university education	16–20	16–20	Yes	IT
E <sub>DK3</sub>	Innovation Division manager, higher university education	21–25	16–20	Yes	IT
E <sub>DK4</sub>	Director, higher university education	11–15	11–15	Yes	IT
E <sub>DK5</sub>	Marketing department manager, higher university education	11–15	6–10	Yes	IT
E <sub>DK6</sub>	Director, higher university education	11–15	6–10	Yes	IT
E <sub>DK7</sub>	Manager, higher university education	11–15	6–10	Yes	IT
E <sub>DK8</sub>	Marketing department manager, higher university education	11–15	11–15	Yes	IT
E <sub>DK9</sub>	Service department director, higher university education	16–20	6–10	Yes	IT