

# Magda David Hercheui

**Ph.D., MSc, Executive MBA, BA**

**MBCS, Prince2, MoR, MSP, APMP**

## Profile

Magda Hercheui (PhD and MSc from the London School of Economics) is a multidisciplinary professional, with experience in journalism, economics, finance, project management (systems development and service development) (Prince2 Practitioner, MoR Practitioner, MSP Practitioner, APMP – the APM Project Management Qualification, Agile DSDM), knowledge management and social media. Having held a managerial role for ten years in a Brazilian media company (Agência Estado), Magda is currently a Senior Teaching Fellow at University College London.

Magda Hercheui researches and publishes articles on knowledge management and social media, focusing on information and knowledge sharing, collaboration through digital social technologies, and the governance structures of online collectives. Magda Hercheui has participated in many international conferences, and has organised international conferences and workshops in the area of information systems, being the editor of two books in related topics.

## Academic qualifications:

- **Ph.D. in Information Systems** (Department of Management) at the London School of Economics and Political Science (2007). LSE Scholarship.
- **MSc in New Media, Information and Society** at London School of Economics and Political Science (Department of Media and Information Systems Department) (2004) (Distinction). LSE scholarship.
- **Executive MBA in Finance** at Insper (previously named Ibmecc, Brazilian Institute of Capital Markets) (Top 1%, maximum grades in all subjects) (1998) (Ranking 27 in international level in Financial Times Executive Education, 2009: <http://rankings.ft.com/businessschoolrankings/executive-education---customised>).
- **BA in Economics** at University of São Paulo (Brazil) (First Class) (1993).
- **BA in Journalism** at University of São Paulo (Brazil) (First Class) (1987).
- **Post Graduate Certificate in Higher Education (PGCertHE)** at the London School of Economics and Political Science (2008) (two-year degree on pedagogy for higher education).

## Professional associations & Technical qualifications

- **MBCS:** Professional Member British Computer Society.

- **APMP:** The APM Project Management Qualification (January 2015).
- **Prince2** Foundation and Practitioner (March-April 2012). Prince 2 Approved Trainer (June 2013).
- **MoR Management of Risk** Foundation and Practitioner (August-November 2013). MoR Approved Trainer (February 2014).
- **MSP Management of Successful Programmes** Foundation and Practitioner (September-November 2014).
- **DSDM Atern** (Foundation on Agile Methodology) (June 2009).
- **SAP/ERP UCC10:** foundational course on SAP/ERP, SAP University Alliances Programme (April 2009).
- **Supervising Student Research:** University of Westminster. Session 2012/2013. Concluded in March 2013. 20 Credits Level 7 (Masters).

### Languages

- **Portuguese** (Brazilian): mother language.
- **English:** fluency in speaking, reading and writing.
- **Spanish:** intermediary level in reading and listening.

### Current positions

- **Senior Teaching Fellow in Project Management and Innovation** (since September 2014): University College London, Department of Management Science and Innovation.

### Previous positions

- **Senior Lecturer in Project Management** (associate professor) (October 2008 – August 2014): Westminster Business School.

*Teaching responsibilities:* project management (Prince2, Management of Risk MoR, and Agile Methodologies), business information systems (study of different applications for diverse areas, from operational to strategic and knowledge management levels, through a diversity of theoretical perspectives, including social media and collaborative platforms, and business innovation in digital economies. Supervision of Masters students; planned PhD students starting in 2014-2015. Staff Appreciation Awards: Outstanding Teacher, nominated by the Student Union (2013 and 2014).

*Subject Leader in Information Management:* updating courses related to information management and knowledge management, and strengthening connections between the industry and Westminster Business School; creating new undergraduate and postgraduate courses on the subject of innovation in digital economies. Developing a pathway on Innovation for the current BA Business Management degree.

*Course Leader for MSc Business Innovation for the Digital Economy*: responsible for designing and implementing the course, which focus on how organisations may innovate in business through using digital technologies. The programme starts in September 2015.

- **Visiting Lecturer in Project Management**: City University (2011-2014). The course focuses on developing project management skills to develop social media platforms for knowledge sharing and collaboration.
- **Visiting Lecturer in Business Innovation and Social Media**: Aarhus University (Summer School, 2012-2014). The course focuses on developing general skills on information systems, with particular emphasis on innovation and social media for communication and collaboration (including communities of practice approach). <http://www.au.dk/en/summeruniversity/courses/digital-business-innovation-social-media/>
- **Visiting Professor in Social Media and Communication**: University of São Paulo (Summer School for Masters Programmes in August-September, in 2013).
- **Visiting lecturer in Project Management**: Huawei Institute in London (since January 2014).
- **New Media Knowledge editor and community manager** (October 2009 – August 2014): Westminster Business School with the London Development Agency sponsor this information service. Managerial role of redesigning and expanding the New Media Knowledge, a knowledge-sharing community for businesses and individuals working in digital media (currently with 9,000 professionals). NMK members may access content and share opinions through the website ([www.nmk.co.uk](http://www.nmk.co.uk)), Twitter (@NMKForum), LinkedIn (<http://www.linkedin.com/groups?gid=2392606&trk>) and Facebook (<http://www.facebook.com/group.php?gid=10726840727>).
- **Visiting Lecturer IT and Internet-driven Innovation: Building Digital Enterprises** (from 2008 to 2012, five courses): Summer Course, London School of Economics and Political Science. <http://www2.lse.ac.uk/summerSchool/courses/management/MG270.aspx>. Between 2008 and 2010, the course was called Business Development and ICT Innovation.
- **Research Associate** at the London School of Economics, from April 2009 to September 2012.
- **Research Fellow and Teaching Assistant** (October 2005-October 2008): London School of Economics and Political Science, Department of Management, Information Systems and Innovation Group ([LSE/ISIG](http://www.lse.ac.uk/ISIG)). Responsibilities: teaching and supervision of Masters students. Graduate Teaching Assistant Teaching Prize (2006) and Student's Union Teaching Award (2008).
- **Programme Director of Short Courses for SMEs** (2011): Also at Westminster Business School, I organise events and training sessions on project management, social media, knowledge management and business intelligence for SMEs (small and medium enterprises), such the programme *Management 2.0 for Creative SMEs* (<http://www.nmk.co.uk/pages/16>), supported by the European Regional Development Fund, and the programme *Business Bites* –

*Short Courses for SMEs* (<http://www.westminster.ac.uk/schools/business/professional-courses/business-bites>). Both programmes have focused mainly on social media and project management.

- **Associate Creative Process:** Consultant in the area of digital media and social media to support apprentice programmes in the United Kingdom (since January 2012).
- **Sub-warden** (March 2008-October 2009): London School of Economics and Political Science. Position on Sidney Webb House, managing tutorial problems for 500 students, and building problems (health and safety).
- **Finance editor and project manager:** [Agência Estado](#), São Paulo, Brazil (broadcast and Internet services) (1993-2003).

Development and production of information services (content and development of methodologies) and information systems (systems design and project management) for distributing media services to financial institutions, corporations and individuals. Creation of many online media services, such as market quotations, databanks, industry analysis, analysis of companies and funds, macroeconomic forecasts, educational programmes, personal finance portal etc. Creation of knowledge management tools for supporting knowledge workers in the organisation (Agência Estado).

Coordination of a team (20 journalists and economists and a variable number of programmers) for the development and production of information services and information systems.

Development of strategies for coverage of economic and financial news.

Development of international and national partnerships (The Economist Intelligence Unit, Standards & Poors, Dow Jones, Wall Street Journal, Tendências Consultancy, University of São Paulo, Mendonça de Barros Consultancy, among others).

- **Commentator on Economics and Finance:** [Bandeirantes TV](#) (1996-1998). Daily alive news programme (in parallel with my work at Agência Estado); many contributions to Radio Eldorado (in parallel with my work at Agência Estado).
- **Special Reporter:** [Bovespa Magazine](#) (São Paulo Stock Exchange) (1996-2000) (in parallel with my work at Agência Estado).
- **Finance and economics reporter and columnist of financial markets:** [Folha de S.Paulo](#) (newspaper) (1990-1993). Daily coverage of economics and finance.
- **Finance and economics reporter and editor of Television news programme:** [Agência Dinheiro Vivo](#) (Broadcast news services) (1988-1990). Daily coverage of economics and finance to different media channels including TV.

### Academic Publications

- Hercheui, M.D. et al. (2012). Exploring the Democratic Potential of Online Social Networking: The Scope and Limitations of e-Participation. *Communications of the Association for Information Systems*, vol. 30(1), article 16.
- Hercheui, M.D. (2011). KMS for fostering behavior change: A case study on Microsoft Hohm. In *Knowledge Management 2.0: Organizational Models and Enterprise Strategies*, Aurélie Duzert and Imed Boughzala (eds.). IGI-Global. ISBN: 978-1-61350-195-5.
- Hercheui, M.D. (2011). A literature review of virtual communities: the relevance of understanding the influence of institutions on online collectives. *Information, Communication and Society*, vol. 14(1): pp. 1-23.
- Berleur, J., Hercheui, M. and Hilty, L. (eds.) (2010). What kind of Information Society? Governance, Virtuality, Surveillance, Sustainability, Resilience. *Proceedings of the 9th Human Choice and Computers International Conference (HCC9) and the WCC 2010 Critical Infrastructure Protection Conference*. Springer.
- Hilty, L. and Hercheui, M.D. (2010). "ICT and Sustainable Development." In: J. Berleur, M.D. Hercheui and L. Hilty (eds.) What kind of Information Society? Governance, Virtuality, Surveillance, Sustainability, Resilience. *Proceedings of the 9th Human Choice and Computers International Conference (HCC9) and the WCC 2010 Critical Infrastructure Protection Conference*. Springer.
- Berleur, J., Hercheui, M. and Hilty, L. (2010). "What Kind of Information Society? Introduction to the HCC9 Conference Proceedings." In: J. Berleur, M.D. Hercheui and L. Hilty (eds.) What kind of Information Society? Governance, Virtuality, Surveillance, Sustainability, Resilience. *Proceedings of the 9th Human Choice and Computers International Conference (HCC9) and the WCC 2010 Critical Infrastructure Protection Conference*. Springer.
- Hercheui, M.D. (2010). Green ICT: KM tools for fostering behavior change. In *Handbook of Research on Green ICT: Technical, Methodological and Social Perspectives (HRG)*, Bhuvan Unhelkar (ed.). IGI-Global. ISBN: 978-1-61692-834-6.
- Hercheui, M.D. (2010). A study on how public policies affect legitimacy in virtual communities. *Journal of Information, Communication & Ethics in Society*, vol. 8 (1) (Special Issue): pp. 7-21.
- Hercheui, M.D. (2010). Review *Handbook of Research on Socio-Technical Design and Social Networking Systems*. *International Journal of Sociotechnology and Knowledge Development*, vol. 2(2), April-June, pp. 75-76.
- Hercheui, M.D. (2010). Review *Network Communities: Strategies for Digital Collaboration*. *International Journal of Sociotechnology and Knowledge Development*, vol. 2 (1) (January-March).
- Hercheui, M.D. (2007). *An institutional analysis of governance structures: how institutional carriers influence decision making in Brazilian environmental-education Internet-mediated communities*. PhD thesis at the London School of Economics. Available at the LSE Library.

- Hercheui, M.D. (2004). *Social networks and the Internet: A study of Brazilian social movements that work with sustainable development*. Master's degree at the London School of Economics. Available at the LSE Media Department.

## Conferences

- Hercheui, M.D., Whitehouse, D., McIver, W., Jr., and Jackie Phahlamohlaka (2012). ICT Critical Infrastructures and Society: Introduction to the HCC10 Conference Proceedings. *Proceeding 10<sup>th</sup> Human Choice and Computers International Conference (HCC10)*, Amsterdam, 27-28 September 2012 (Springer).
- Hercheui, M.D., Nicholson, B., Ameripour, A. (2012). Theorising open development through an institutional lens: A study of Iranian Online Interactions. *Proceeding 10<sup>th</sup> Human Choice and Computers International Conference (HCC10)*, Amsterdam, 27-28 September 2012 (Springer).
- Guldmond, N., and Hercheui, M.D. (2012). Technology and care for patients with chronic conditions: the chronic care model as a framework for the integration of ICT. *Proceeding 10<sup>th</sup> Human Choice and Computers International Conference (HCC10)*, Amsterdam, 27-28 September 2012 (Springer).
- Hercheui, M.D. (2011). IT Artifacts and Online Communities: The Role of Technology as Institutional Carriers. *Proceedings 32<sup>nd</sup> International Conference of Information Systems (ICIS)*, Shanghai, China, December 4-7 2011.
- Hercheui, M.D. et al. (2011). Online Social Networking and Citizen Engagement: Potential and Limitations. Panel at *32<sup>nd</sup> International Conference of Information Systems (ICIS)*, Shanghai, China, December 4-7 2011. Other panelists: Elizabeth Saad, Kathy McGrath, Amany Elbanna, and Panos Panagiotopoulos.
- Hercheui, M.D. (2011). The Institutionalization of Virtual Communities: How Institutional Carriers Influence Online Governance Structures. *Proceedings 19<sup>th</sup> European Conference on Information Systems (ECIS 2011)*, Helsinki, Finland, 9-11 June 2011.
- Hercheui, M.D. (2009). Virtual Communities and Democratic Debates: A Case Study on Institutional Influences. *Proceedings 30<sup>th</sup> International Conference of Information Systems (ICIS)*, Phoenix, Arizona, USA, 14th-18th December 2009.
- Hercheui, M.D. (2009). Decision making in virtual communities: how conflictive institutions may influence the formation of parallel governance structures. *Proceedings 15<sup>th</sup> Americas Conference of Information Systems*, San Francisco, California, August 6<sup>th</sup>-9<sup>th</sup> 2009.
- Hercheui, M.D. (2009). When institutionalized behaviours create obstacles to democratic debate: analyzing the silence in Brazilian environmental-education virtual communities. *Proceedings 3<sup>rd</sup> European Conference on Information Management and Evaluation*, University of Gothenburg, Sweden on 17-18 September 2009.
- Hercheui, M.D. (2008). Governmental Policy for ICT diffusion and Leadership Legitimacy in Grassroots Movements. In *Proceedings of the 8<sup>th</sup> Conference Human Choice and Computers*,

C. Avgerou, M.L.Smith, and P. van den Besselaar (Eds.). Pretoria, 25-27 September 2008. Springer.

### **Workshops, special presentations and others**

- Hercheui, M.D. (2013). SEA-SoNS Project – Assessing the Benefits of Social Networks on Organizations. Workshop organised by the European Commission. Invited to present and discuss ideas on how to use social media for developing better Small and Medium Enterprises (SMEs), mainly focusing on knowledge management, collaboration and innovation. 15<sup>th</sup> July 2013, Seville, Spain. <http://is.jrc.ec.europa.eu/pages/TFS/SEA-SoNS.html>
- Hercheui, M.D. (2013). Social Media Workshop: Content is King. At Social Media Group Meeting, organised by J.Boye Conferences, in London, 7<sup>th</sup> March 2013. The audience was industry professionals specialised on social media.
- Hercheui, M.D. (2012). Social Networking for Economic Recovery, Jobs and Growth. Participation in the Digital Agenda Assembly Workshop on 22<sup>nd</sup> June 2012, and in the Digital Agenda Assembly on 23<sup>rd</sup> June 2012, in Brussels (European Parliament). The workshop discussed forms of using social network for improving the economy in Europe. European Commission.
- Hercheui, M.D., Lichtner, V. and Lindman, J. (2012). There is light outside the tunnel. Advice to PhD Students. The 8<sup>th</sup> Social Studies of ICT Open Research Forum (SSIT-ORF). 19<sup>th</sup> April 2012. The London School of Economics.
- Hercheui, M.D. (2012). Holding back social media: the power of institutions. IFIP WG 9.2 Workshop *ICT Critical Infrastructure and Social Accountability: Methods, Tools and Techniques*. London, 4<sup>th</sup> February 2012, Middlesex University.
- Hercheui, M.D. (2011). Social media strategies for enterprises: Extracting more value from social networks. In *Extracting Business Value from Social Media - An IT Master Class*, event organised by Ovum on 14<sup>th</sup> July 2011, London.
- Hercheui, M.D. (2011). Institutional Theory and Social Network Analysis: Is there a contribution to the social sciences? Workshop *Networks and Relations– Necessity, Challenges and Research Questions*, Paris, 20<sup>th</sup> June 2011, GFR CREPA Management & Organisation, Dauphine University.
- Hercheui, M.D. (2011). Using Internet interfaces and social media for fostering behavioural change. IFIP WG 9.2 & 9.9 Workshop *Social Accountability and Sustainability in the Information Society: Perspectives on Long Term Responsibility*, 4<sup>th</sup> June 2011, Milan, Centro Studi Politeia.
- Hercheui, M.D. (2010). Practically implementing new media technologies. Invited speaker at the National Conference *The Future of Recruiting Foster Carers: Changing the Message and Utilising all Channels*. Organised by Neil Stewart Associates. 9<sup>th</sup> December 2010. London.
- Hercheui, M.D.; Honarvar, R.; and Nicholson, B. (2010). Theorising development through institutional lenses: A case study on the legal boundaries of Internet interactions in Iran. IFIP

WG 9.4 Workshop *Theorising Development and Technological Change*, May 2010, London, the London School of Economics.

- Hercheui, M.D. (2008). From democratic spaces to the electronic panopticon: a Foucauldian analysis on how virtual interactions may support disciplinary power. *OASIS IFIP8.2 Workshop Programme*, ICIS (International Conference in Information Systems) Ancillary Meeting, Paris, France, December 14-17 2008.

### **Voluntary work and scholarly activities:**

- Organising committee in Organizations, Artifacts and Practices (OAP) Workshop (2014) (4<sup>th</sup> OAP), *Rules, Regulations and Materiality in Management and Organization Studies*, 26<sup>th</sup> and 27<sup>th</sup> June 2014, Rome, organised by the London School of Economics, Université Paris-Dauphine and LUISS Guido Carli. <http://workshoppoap.dauphine.fr/>
- Programme committee of the 11<sup>th</sup> *Human Choice and Computers International Conference* (HCC11), Turku, Finland, 30<sup>th</sup> August and 1<sup>st</sup> September 2014. <http://www.hcc11.net/>
- Scientific Committee member in the IADIS International Conference 2013, *Information Systems Post-implementation and Change Management*, 22-24 July 2013, Prague, Czech Republic.
- Organising committee in Organizations, Artifacts and Practices (OAP) Workshop (2013) (3<sup>rd</sup> OAP), *Time, History and Materiality in Management and Organization Studies*. 13<sup>th</sup> and 14<sup>th</sup> June 2013, London School of Economics in partnership with the French Institute, London.
- Associated Editor ECIS 2013 (track Social Media and Society). European Conference of Information Systems, Utrecht, the Netherlands, 5-8 June 2013.
- Program committee member of ICT for Sustainability 2013 (ICT4S), Zurich, 14-16 February 2013. <http://www.ict4s.org/program-committee/>
- Track chair in Organizations, Artifacts and Practices (OAP) Workshop (2012) (2<sup>nd</sup> OAP). *Materiality and Space in Management and Organization Studies*. Université Paris-Dauphine, 10<sup>th</sup> and 11<sup>th</sup> May 2012. Track: Architecture, time and space in organizations.
- Chair [Working Group 9.9](#) (ICT and Sustainable Development), at [IFIP](#) (International Federation for Information Processing) (since June 2011; previously vice-chair since November 2008). (Current position)
- Chair Human Choice and Computers Conference HCC10 (Amsterdam, the Netherlands, September 2012), and member of the International Programme Committee of the [World Computer Conference](#) WCC 2012 (Amsterdam, the Netherlands). Current positions since June 2011. (Current position)
- Co-chair Human Choice and Computers Conference HCC9 and co-chair of the stream *Sustain IT* at [World Computer Conference](#) WCC 2010 (Brisbane, Australia). Member of the In-



ternational Programme Committee at the WCC 2010. Position held from June 2009 to September 2010).

- Westminster Business School Green Champions: membership, aiming to discuss and promote sustainable practices at the university and beyond. (2010-2011)
- Book editor (from February 2009 to February 2010): the International Journal for Sociotechnology and Knowledge Development.
- Coordinator LSE [SSIT-ORF](#) (Social Studies in Information Technology Open Research Forum, at the London School of Economics) (from 2005 to 2008). The forum aims to discuss the latest trends in information systems research.
- LSE [Sustainability Champion](#): membership (2006-2008), aiming to discuss and promote sustainable practices at the LSE and beyond.
- Ecoamazon (Brazilian NGO which works in Amazon Forest) (2000-2004): expertise support related to financial and communication strategies and systems development.

### **Media interviews and articles**

Professional use of Social Media (Westminster Business School video interview)

<https://www.youtube.com/watch?v=0cBMIJYiCmw>

Small businesses should innovate the way they use social media

<http://www.guardian.co.uk/small-business-network/2013/apr/05/innovative-use-social-media>

Should small businesses outsource their social media work?

<http://www.guardian.co.uk/small-business-network/2013/jan/28/outsource-social-media-small-business>

Live Q&A: How to use social media more efficiently

Panel discussion on social media at the Guardian:

<http://www.guardian.co.uk/small-business-network/2013/jul/02/efficiency-small-business>

How to get more followers on social media channels

[http://www.freshbusinessthinking.com/business\\_advice.php?CID=&AID=9044&PGID=1](http://www.freshbusinessthinking.com/business_advice.php?CID=&AID=9044&PGID=1)

How cloud computing supports flexible working

<http://www.smallbusiness.co.uk/channels/office-and-homeworking/working-from-home/guides-and-tips/1626438/how-cloud-computing-supports-flexible-working.shtml>

Delivering innovation in sustainability through cross-industry and supply-chain collaboration

<http://www.computerweekly.com/blogs/greentech/2011/06/-i-went-to-a.html>

Social networks and a new perspective of space [original in Portuguese]

<http://rae.fgv.br/sites/rae.fgv.br/files/artigos/GVEXEC1002067067.pdf>

Social media: a double edge tool in terms of time management

[http://www.freshbusinessthinking.com/business\\_advice.php?CID=49&AID=9856&PGID=1](http://www.freshbusinessthinking.com/business_advice.php?CID=49&AID=9856&PGID=1)

A match made in the cloud?

<http://www.cloudpro.co.uk/cloud-essentials/public-cloud/2205/match-made-cloud?page=0,0>

Companies Need To Have A Clear Social Media Policy

[http://www.freshbusinessthinking.com/business\\_advice.php?CID=49&AID=10260&Title=Companies+Need+To+Have+A+Clear+Social+Media+Policy](http://www.freshbusinessthinking.com/business_advice.php?CID=49&AID=10260&Title=Companies+Need+To+Have+A+Clear+Social+Media+Policy)

Media companies will face challenges to three core models in 2013: business, operations and content

<http://www.nmk.co.uk/articles/2308>

Virtual communities and the democratic debate: online discussions not always bring freedom of speech

<http://www.nmk.co.uk/articles/1198>