

Dr Magda David Hercheui
Ph.D., MSc, MBA, BA, MBCS, MAPM, SFHEA
Prince2, MoR, MSP, APMP (PMQ)

E-mails: m.hercheui@ucl.ac.uk; magda.david@gmail.com

Mobile: +44(0) 79 0665 3238

Skype: magda.david.hercheui

LinkedIn: <http://www.linkedin.com/in/magdadavidhercheui>

Profile

Magda Hercheui (PhD and MSc in Information Systems from the London School of Economics) is a multidisciplinary professional, with experience in journalism, economics, finance, project management (systems development and service development) (APMP/PMQ, Prince2 Practitioner, MoR Practitioner, MSP Practitioner, Agile DSDM), knowledge management and social media. She is a member of the British Computer Society (MBCS), a Full Member of the Association for Project Management (MAPM), and a Senior Fellow at the Higher Education Academy (SFHEA). Having held a managerial role for ten years in a Brazilian media company (Agência Estado, Broadcast services, developing services and software for financial markets), Magda is currently a Associate Professor (Education) at University College London (Project Management and Innovation), where she is the Programme Director of the MSc Management. She holds visiting positions at Westminster Business School, Birkbeck, and Aarhus University (Denmark). She teaches topics in the domains of information systems, social media, project management and research methods, and is a consultant on knowledge management, social media, community building, and project management. Magda 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. She 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, and the subject guide *Digital Infrastructures for Business* (University of London, International Programme).

Academic qualifications:

- **Ph.D. in Information Systems** (Department of Management) at the London School of Economics and Political Science (2007). LSE Scholarship.
- **Postgraduate Certificate in Higher Education (PGCertHE)** at the London School of Economics and Political Science (2008) (full level) (two-year degree on pedagogy for higher education).
- **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).

Professional associations, technical qualifications and executive education

- **Oxford Artificial Intelligence Programme**. July-August 2020. Saïd Business School, University of Oxford.
- **Tsinghua SEM Summer Programme**. School of Economics and Management, Tsinghua University. 13th – 24th May 2019.
- **QAA Expert Reviewer** for Higher Education (Management and Information Systems) (since 2018).
- **MBCS**: Professional Member British Computer Society (2009).
- **MAPM**: Full Member Association for Project Management (R61745) (2015).
- **SFHEA**: Senior Fellow at the Higher Education Academy/UCL Arena (February 2016).
- **Prince2** Foundation and Practitioner (March-April 2012, renewed January 2017). Prince 2 Approved Trainer (June 2013, renewed November 2016).
- **MoR Management of Risk** Foundation and Practitioner (August-November 2013). MoR Approved Trainer (February 2014, renewed November 2016).
- **MSP Management of Successful Programmes** Foundation and Practitioner (September-November 2014).
- **APM PMQ (APMP)**: The APM Project Management Qualification (January 2015).
- **Aurora Programme**: Participation in the Aurora Programme in the 2013-2014 cohort. The programme is delivered by Leadership Foundation for Higher Education (AdvanceHE), and aims to prepare women for leadership roles in academic environment. <https://www.lfhe.ac.uk/en/programmes-events/equality-and-diversity/aurora/>
- **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).

- **Membership IFIP (International Federation of Information Processing) (since 2008).** In this role I have been organising conferences and participating in committees to organise and review papers for conferences.

Languages

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

Academic Publications

- Hercheui, M. and Ranjith, R. (2020). Improving Organization Dynamic Capabilities Using Artificial Intelligence. *Global Journal of Business Research (GJBR)*, vol.14(1).
- Hercheui, M., and Cornford, T. (2017). *Digital Infrastructures for Business*. Subject Guide for the University of London International Programmes, UG in Economics, Management, Finance and the Social Sciences. London: University of London. In addition to the subject guide, I have also prepared the online material, including videos for all lectures and online exercises and guidance for tutors and students.
- Hercheui, M.D., Whitehouse, D., McIver, W., Jr., and Jackie Phahlamohlaka (2012) (eds.). ICT Critical Infrastructures and Society. *Proceeding 10th Human Choice and Computers International Conference (HCC10)*, Amsterdam, 27-28 September 2012 (Springer).
- McGrath, K., Elbanna, A., 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. <https://pdfs.semanticscholar.org/7698/6b2bab13a66e7697ab73e59026c3f262820d.pdf>
- 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. and Mech, Gianluca (2021). Factors Affecting the Adoption of Artificial Intelligence in Healthcare. *Global Conference of Business and Finance (GCBF)*, Honolulu, Hawaii, USA, January 4-6 2021.
- Hercheui, M. and Ranjith, R. (2020). Improving Organization Dynamic Capabilities Using Artificial Intelligence. *Global Conference of Business and Finance (GCBF)*, Honolulu, Hawaii, USA, January 6-8 2020. The paper received an award of best research in the conference.
- Hercheui, M.D., Whitehouse, D., McIver, W., Jr., and Jackie Phahlamohlaka (2012). ICT Critical Infrastructures and Society: Introduction to the HCC10 Conference Proceedings. *Proceeding 10th 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 10th 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 10th 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 32nd 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 *32nd 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 19th 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 30th 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 15th Americas Conference of Information Systems*, San Francisco, California, August 6th-9th 2009.
- Hercheui, M.D. (2009). When institutionalized behaviours create obstacles to democratic debate: analyzing the silence in Brazilian environmental-education virtual communities. *Proceedings 3rd 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 8th 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. (2017). Panel discussion: Teaching Information Systems: What, How and Why? At SSIT (Social Study of Information and Communication Technologies) Forum, London School of Economics. Invited to discuss teaching in the area of information systems. Date: 3rd May 2017. Panel organised by Florian Allwein.
- 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. 15th 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, 7th 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 22nd June 2012, and in the Digital Agenda Assembly on 23rd 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 8th Social Studies of ICT Open Research Forum (SSIT-ORF). 19th 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, 4th 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 14th 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, 20th 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*, 4th 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. 9th 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*, 11th 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.