

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

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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 Principal Teaching Fellow 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, City University, 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

- **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).
- **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.

Current positions

- **Principal Teaching Fellow in Project Management and Innovation** (since September 2014): *University College London, School of Management*. Professional trainer of APMP certification. **Programme Director MSc in Management** (since August 2016). Teaching Innovation Practices (focus on digital businesses), Strategic Project Management, and Research Methods. Previously teaching Digital Marketing. Supervising Masters dissertations. Lecturer in research methods at the UCL-Peking University MBA (in partnership with UCL School of Management, taught in Beijing).
- **Visiting Lecturer in Project Management**: *City University* (since November 2011). The course focuses on developing project management skills to develop social media platforms for knowledge sharing and collaboration. *Westminster Business School* (since January 2015): professional Prince2 and M_o_R trainer.
- **Visiting Professor in Digital Business Innovation and Social Media**: *Aarhus University* (Summer School, since August 2012). 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 Lecturer in Digital Business**: *Birkbeck, University of London* (since January 2016). The courses focus on digital innovation, conceptualizing digital products and services, and proposing business models for companies which rely on digital technologies.
- **Deputy Chief Examiner for Information Systems and Organisations**: *University of London International Academy* (since January 2009).
- **Associate Examiner**: Board of Examiners for EMFSS (Economics, Management, Finance and Social Sciences) for International Students, *University of London* (since 2008), managed by the *London School of Economics*. Focus on Information Systems and Organizations and Digital Infrastructures.
- **External supervisor**: of two PhD candidates at Al-Farabi Kazakh National University, on the discipline of Innovation Management. I have been invited by the internal supervisor, Dr. Sayabek Ziyadin, Director of the Center for Economic Research, Al-Farabi Kazakh National University.

Previous positions

- **Visiting Professor in Social Media and Communication:** *University of São Paulo* (Summer School for Masters Programmes in August-September (in 2013 and 2015)).
- **Senior Lecturer in Project Management and Information Systems** (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.

Supervising MSc dissertations: supervision and marking of Masters dissertations.

- **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 more than 8,000 professionals). NMK members may access content and share opinions through the website (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 Masters modules and supervising Masters dissertations in the area of information systems. Graduate Teaching Assistant Teaching Prize (2006) and Student's Union Teaching Award (2008).

- **Programme Director of Short Courses for SMEs (2011):** 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 (Creative Futures Partnership, with Paddington Development Trust), 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 (from January 2012 to August 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](http://www.agenciaestado.com.br), São Paulo, Brazil (broadcast and Internet services) (1993-2003). <http://institucional.ae.com.br/aebroadcast>

Development and production of information services (content and development of methodologies) and information systems (systems design and project management for software development) for distributing information services to financial institutions, corporations, governmental offices and individuals. Creation of 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 software programmers and analysts) 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). These partnerships aimed to create and/or distribute national and international information and analysis services in Brazil.

- **Commentator on Economics and Finance:** [Bandeirantes TV](http://www.bandeirantes.com.br) (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](http://www.bovespa.com.br) (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](http://www.folha.com.br) (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.

External examiner and advisor activities

- Digital Business Ecosystem Research Forum. University of Bahrain, 18th March 2019 (1st event) and 25th June (2nd event). Member of the International Advisory Committee. <http://dberf.uob.edu.bh/> Coordinated and organised by Dr Noora Alghatam, Assistant Professor (nhalghatam@uob.edu.bh).
- Revalidation of the programme *MSc Business Project Management*, and validation of the course *CertHE Associate Project Manager* (includes apprentice activities), for the LSBU (London South Bank University) (April-June 2018). I worked as an external examiner in the revalidation and validation of both programmes, bringing my expertise in Project Management (in academic and professional level), and my expertise in pedagogy (for having experience teaching apprentice professionals, professionals, and UG and PG level). The Programme revisions have been coordinated by Alam Mahbubul (alam.mahbubul@lsbu.ac.uk), Quality and Enhancement Advisor at LSBU.
- Revalidation of the programme *Information Systems and Management*, part of the *External Programme* of University of London. The programme has been reviewed in 2015. I have worked as an external examiner to advise on the programme as a whole and particularly on modules specialised on information systems, social media and project management. I have directly contributed for the redesign of the programme. Modules have been added (including a new module on information technology infrastructure and another on social media), and the content related to the project management discipline has been embedded into modules which could benefit from the additional content. Programme revision has been coordinated by Steve Smithson (s.smithson@lse.ac.uk).
- Adviser for the programme Digicorp (University of São Paulo, School of Communications and Arts). I have regularly contributed to the improvement of the programme as an advisor, from 2011 to 2015. I have been collaborating with the coordinator of the programme (professor Elizabeth Saad). The programme Digicorp aims to prepare executives to work with digital medias in communication activities. The programme is delivered through a series of modules across two years, and students get a PG Certificated for concluding the programme successfully. Through my contribution, content on social technologies have been included, particularly in relation to the development of skills to work in collaborative platforms, and skills for digital marketing.
- Knowledge exchange with consultancy Headshift (2011), sponsored by Westminster Business School. I have been granted a contract of 50 hours to work as a consultant for Headshift (Dachis Group), to pass the knowledge base on social media, and collect empirical data for writing teaching case studies. I have worked with Lee Provoost, Head of Consulting at Headshift (lee.provoost@headshift.com; ee.provoost@dachisgroup.com).

Academic Publications

- 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.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.

Voluntary work and scholarly activities:

- Programme Committee Member for HCC14 in 2020. *14th IFIP TC9 International Conference on Human Choice and Computers - “Human-Centric Computing in a Data-Driven Society”*. Tokyo, Japan. 9th – 11th September 2020.
- Committee Member and Associate Editor ECIS 2019 (European Conference of Information System). June 8-14 2019. Stockholm and Uppsala, Sweden. <http://ecis2019.eu/>
- Book reviewer for Routledge (2018). Book in the discipline of Strategic Portfolio Management. Invitation by Sophia Levine, Business and Management Editor at Routledge on 14th November 2018.
- External supervision of PhD candidates at Al-Farabi Kazakh National University (2018). I have been appointed as the 2nd (external) supervisor of Dinara Kalmokova and Assem Ibraimova (PhD candidate at Al-Farabi Kazakh National University), on the discipline of Innovation Management. I have been invited by the internal supervisor, Dr. Sayabek Ziyadin, Director of the Center for Economic Research, Al-Farabi Kazakh National University.
- Programme Committee Member for HCC13 in 2018. *13th IFIP TC9 International Conference on Human Choice and Computers*. Poznan, Poland.

- Programme Committee Member for HCC12 in 2016. *12th IFIP TC9 International Conference on Human Choice and Computers*. Salford, UK. <http://hcc12.net/cfp/index.html>
- Internal Examiner for the PhD of Maria Granados in 2014 at Westminster Business School. The thesis title: Knowledge Management Capabilities in Social Enterprises. Invited to be the internal examiner by Dr. David Barnes (Head of Department) (d.barnes@wbs.ac.uk).
- Organising committee in Organizations, Artifacts and Practices (OAP) Workshop (2014) (4th OAP), *Rules, Regulations and Materiality in Management and Organization Studies*, 26th and 27th June 2014, Rome, organised by the London School of Economics, Université Paris-Dauphine and LUISS Guido Carli. <http://workshopoap.dauphine.fr/>
- Programme committee of the 11th *Human Choice and Computers International Conference* (HCC11), Turku, Finland, 30th August and 1st 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) (3rd OAP), *Time, History and Materiality in Management and Organization Studies*. 13th and 14th 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) (2nd OAP). *Materiality and Space in Management and Organization Studies*. Université Paris-Dauphine, 10th and 11th 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) (from June 2011 to August 2014; previously vice-chair since November 2008).
- 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).
- 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 International 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.
- External Examiner for the PhD candidate Nor Hazlina Hashim, of the School of Economics, University of Wollongong (2010). Thesis title: *The evolving interactivity of online news : An exploratory study using content analysis, Q-methodology and activity theory*. Invited to be the external examiner by the PhD Supervisor, Dr Helen Hasan (Associate Professor of Information Systems, Faculty of Commerce, University of Wollongong) (hasan@uow.edu.au).
- 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 last 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 (my article) [5th April 2013]

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

Should small businesses outsource their social media work? (my article) [28th January 2013]

<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 [2nd July 2013]

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 (my article) [17th May 2011]

<https://www.freshbusinessthinking.com/how-to-get-more-followers-on-social-media-channels/>

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 (interview) [16th June 2011]

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

Social networks and a new perspective of space [original in Portuguese] (my article)

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

GV Executivo. Volume 10(2): June-December 2011.

Social media: a double edge tool in terms of time management (my article) [5th October 2011]

<https://www.freshbusinessthinking.com/social-media-a-double-edge-tool-in-terms-of-time-management/>

A match made in the cloud? (interview) [9th November 2011]

<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 (my article) [16th January

2011] <https://www.freshbusinessthinking.com/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>