

Sandra Sieber



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Associate Professor of Information Systems

Ph.D. in Management, IESE, University of Navarra

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Biography

Sandra Sieber is currently associate professor and head of the Department of Information Systems. She joined IESE in 2000. Previously, she was associate professor at Universitat Pompeu Fabra. From 2001 to 2004 she served as academic director of the PwC-IESE ebCenter. In 2003, she was a visiting scholar at the Sloan School of Management, MIT.

Prof. Sieber's areas of interest focus on the interplay of strategic management and information systems, as well as on the role of new information and communication technologies (ICTs) for organizational learning and innovation. She has studied problems of technology adoption and IS implementation in great depth. In her research she highlights the need for improved user knowledge about IS, especially if IS is to have a strategic role in the organization. She also believes that a more interdepartmental and collaborative approach of joint project accountability is needed.

Prof. Sieber is currently looking into ICT-enhanced innovation and how the adoption of new technologies may change work practices within companies. She is especially interested in those industries that are being transformed by recent technological advances, such as telecommunications, banking, media and entertainment.

Prof. Sieber has published scholarly and general articles in national and international journals, magazines and newspapers, and has contributed to several books. Recently, McGraw Hill published the book, *Los Sistemas de Información en la Empresa Actual: Perspectivas Estratégicas y Alternativas Tácticas* (Information Systems in Businesses Today: Strategic Perspectives and Alternative Tactics), which she co-authored with Josep Valor and Valentín Porta.

Areas of interest

- * Strategic management and Information Systems
- * ICT-enabled innovation
- * Organizational learning
- * The impact of ICT on work-practices
- * Technology-driven industry transformation