



The Swedish Research School of Management and Information Technology

All former Ph.D. candidates from the Research School of Management and Information Technology (MIT) that have ended their participation at the research school with a licentiate or doctoral degree receive this bi-annual letter. The Alumni Letter offers information about MIT activities, alumni members, and other information related to the research school. Peter Ekman*, MIT Deputy Dean and Alumni Letter Editor, appreciates alumni information that can be of interest to its readership ■



Happy Holidays

This holiday greeting starts with the presentation of one of our newest alumni – Frida Magnusdotter Ivarsson.

Hi Frida – you are one of our latest alumni after you defended the thesis “Frame Shifting and Frame Blending in Digital Transformation” at the University of Gothenburg. Can you tell us about your study?

Hi there! In my thesis, I study meaning-making – or framing – in digital transformation. It’s based on a longitudinal study of the forestry firm Sydved. Broadly, digital transformation is about organizational change connected to exploring digital technologies. I unpack how conversations enable and shape digital transformation. Frame shifting and frame blending explain how these conversations work: people shape digital transformation by talking about what an organization can do differently with digital technologies in the future, and in these conversations, there is an interplay of both questioning established assumptions of an organization (shifting) and learning from its past experiences (blending).



What has been the best with being a part of the research school?

Being part of a community of other Ph.D. students and researchers in Sweden! I can only imagine how much lonelier the journey would have been without the MIT courses and conferences, especially during the pandemic isolation. I also appreciated the course contents, which gave me a useful knowledge base on topics such as methods, philosophy of science, the practice of doing research, and the information systems field. I also bring the mantra of being “critical friends” with me. It created a friendly yet professional and constructive culture at the research school, which I will continue spreading as an academic.

Do you have any fun anecdote from your time as a Ph.D. student?

Sure! This summer, me and my sambo were traveling to the EGOS conference in Sardinia, the last trip of my Ph.D. We traveled by train and ferry to practice eco-friendlier travel. On the first day, we missed our night train between Hamburg and Frankfurt because of a delay, so the Hamburg station had closed. We were dropped off on a platform in the middle of nowhere, having five minutes to decide on getting on the Zürich train instead. Lesson learned the hard way: don’t board trains



without seat reservation during summertime unless you want to sleep on the floor.

And what are you planning to do now as a Ph.D.?

I currently have a postdoc position at Reykjavík University in a project called Sleep Revolution, which is very exciting. I wish I had a clear long-term direction. I spend much time thinking about what work I could engage in to contribute to making the world a better place in times that are characterized by an aggravating climate crisis and pressing social inequalities. I might find that opportunity within research and teaching, I enjoy this work very much. But for me to sustain in this sector, much needs to change in the academic work environment, especially regarding gender inequality.

Thanks for taking your time!

Thank you so much for everything during my time as a Ph.D. student, I look forward to seeing you all at future MIT conferences! And I also hope to see you at the SCIS/IRIS conference in beautiful Iceland in 2024 ■

◀ Dr. Frida Magnusdotter Ivarsson, Reykjavík University



Alumni Letter

MITSC24

The next conference, that will take place in the spring, is planned to be hosted by Uppsala University April 16-18. Alumni who are interested in participating (and be chairs at a track) can be supported with travel and hotel. Please, contact Golondrian for more information (golondrian.janke@fek.uu.se) ■

Alumni #1

Hi Enrico – you defended your thesis at Uppsala University 2003 and became our research school’s first alumni. Do you have any memories from the early days of the research school?

Yes, it is a pleasure to be the first of a great crowd of doctors. It is more than 20 years ago, but I still remember a course on Business Modelling that helped me a lot grasping the interface between IT systems, representations and actual business processes. Concepts and ideas from this course became important elements in my thesis’ theoretical framework. I was indeed trying to understand how Movex, the ERP system by old Intenia, modelled “real” processes.

Have you had any use of the knowledge in the intersection of management and information systems you got as a Ph.D. student?

This type of knowledge became one of the cornerstones of my research career and I applied it to study several types of IT systems (e.g., CRM) and how they interact with inter-organizational contexts like business networks. By the way, interesting that you are still talking about “information systems” because I was afraid that this concept was outdated with all current focus on digitalization or AI. Well, I still think that it is all about how computerized models represent



▲ Professor Enrico Baraldi, Uppsala University

reality and interact with the “real” world, even if we talk about quite different models inside traditional IT systems vs. AI.

And you recently got the Chair in Marketing at your Alma Mater – what are your plans for your future in this position?

I have made an interesting journey in my research career: starting in Marketing, then Industrial Engineering and Management... and now back to Marketing. A common

denominator in my research has always been the role of technology in interactive value creation. Recently I focused a lot on failures in value creation in the grand challenge of antibiotic resistance. My future studies will look closely at the role of both technology and policy to address this kind of “market failure.” So, policy, markets and technology will be my major focus in the coming years.

Thanks for your time!

My pleasure.

The last conference

MITAC2023 was hosted by Uppsala University and had approx. 130 participants. Keynote speaker Bruce Kogut, professor at the Columbia Business School, offered two presentations titled “The Hawthorne Experiments: Digital History and the Economic Importance of Emotions and the Personal at Work” respectively “Tacit and Explicit Knowledge. Can Machines and Human workers learn to work together?.”

Todd Drennan from Mälardalen university had his final seminar, presenting his thesis manuscript “The Global Consumer and Cross-border E-commerce.” Henrik Sällberg, BTH, was the opponent.

The gala dinner took place at Gotlands Nation. Oscar Swinden from Uppsala university’s Department of Business Studies was awarded MITAC2023’s Best Reviewer Reward ■

Host institution



Associated institutions

