

# Dr Mira Slavova

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## Profile & Objective

Highly motivated PhD, with experience in the development of mobile solutions for public services and the business sector. Most recently worked as a researcher at SAP Innovation Centre (Pretoria, South Africa). Topics included digital transformation through mobile technology, business networks, Big Data, the Cloud and Internet of Things. Holds a PhD from Cambridge University (UK) and has conducted research at Stanford University (USA). Seeks to bring her expertise to the strategy team of a commercial organization pursuing projects in Africa. Areas of interest include developing user centred design methods for the African context, preparing innovations concept, evaluating user experiences, quantifying business transformation impacts, researching technology and market trends, as well as developing new business models.

Has considerable African research experience, and is a published author and expert in ICT4D. Has experience of formulating technology-based improvement strategies for the public sector; particularly, policing (UK), agriculture (Liberia, Ghana) and education (South Africa). Can conduct user engagements, map existing business processes, re-develop organizations, conduct pilots and evaluate prototypes. Can design research projects, write funding applications, prepare proposals and reports, manage relationships with academic, public policy partners, as well as commercial stakeholders. Experienced in working and living internationally. Performs highly within cross-cultural teams. Great presentation, communication and project management skills.

Experienced as a junior level executive within international development organizations in Washington, DC (USA) and Geneva (Switzerland). Seeks to contribute to the private sector at a similar level.

## Education & Academic Experience

PhD, Management Studies, Judge Business School and King's College, University of Cambridge, UK; 2007

Operations Research and Information Systems

Thesis: Uncertainty, Bidding Behaviour and Microstructure in Internet Auction Marketplaces  
(Visiting Researcher, Stanford University, Palo Alto, CA, USA; 2003)

BA, Mathematics/Economics, Reed College, Portland, OR, USA; 2002

Thesis: Impacts of the HIV/AIDS Epidemic on Capital Accumulation and Economic Growth in Sub-Saharan Africa  
(Visiting Student, Wadham College, Oxford University, Oxford, UK; 2001)

## Work Experience

**Gordon Institute of Business Studies, University of Pretoria, South Africa March 2015 to Present**  
**Associated Researcher**

- Participates in research related support activities (e.g. workshops, seminars, consultations). Supervises MBA and doctoral students.

**SAP Innovation Centre, Pretoria, South Africa September 2012 to Present**  
**Researcher**

- As a senior member of the innovation team, Mira brings user research insights in the alignment of mobility products with user requirements and business needs. Her primary focus is on understanding the transformational impact of SAP products within the African context. She develops solution concepts using a variety of user-centered methods, including Design Thinking and capability-sensitive design. She specifies solutions in terms of functional and user requirements. Conducts qualitative and quantitative user evaluations and collects feedback on existing prototypes.

**International Food Policy Research Institute, Washington DC, USA Feb 2010 to Jan 2012**  
**Postdoctoral Research Fellow**

- Researched the delivery of agricultural extension services and analyzed opportunities for improvement in their efficiency, effectiveness and equity through the introduction of information and telecommunication technologies (ICTs). Evaluated the impact of content-based services (e.g. advisory services, market price information services) in Northern Ghana. Analyzed the potential of ICTs for improving linkages in agricultural value chains. Supported the streamlining via mobile of data collection process for AMIS (Agricultural Market Information Survey) in Malawi.

## **International Trade Centre (ITC), Geneva, Switzerland November 2008 to March 2009**

### **e-Business Consultant**

- Contributed to Trade at Hand for Liberia's Market Women and the Liberia Export Development. Project. Facilitated the design and delivery of a mobile market information system within the context of Liberian markets.

## **Leeds University Business School**

### **Visiting Research Fellow**

### **Research Fellow in Information Management**

**May 2009 to November 2009**

**June 2006 to October 2008**

- Investigated mobile information practices occurring in the course of routine policing activities. Evaluated efficiency gains from mobile information systems introduced by the UK police service and by local government.

## **Selected Publications**

- Ritualization of knowledge transformation: Community learning in Rural Ghana. With A. Metiu. To be presented at *75<sup>th</sup> Annual Meeting of the Academy of Management 2015*, Vancouver Canada.
- How do ICTs Shape Affordances for Socio-Technical Change? Evidence from Ghanaian Agriculture. With S. Karanasios. Under review with *The Journal of the Association for Information Systems (JAIS)*.
- Designing for Mobile Empowerment in South African Education. Presented at *Participatory Design Conference 2014*, Windhoek, Namibia, October 2014.
- Agriculture Extension Service Legitimacy: Understanding Decoupled Activities in Rural Ghana. With S. Karanasios. To appear at *30<sup>th</sup> EGOS Colloquium, Rotterdam, July 2014*.
- Towards Applications of Capability Sensitive Design of Technologies. With El. Venter and G. Baduza. Presented at *IFIP WG9.4: Social Implications of Computers in Developing Countries*, Ocho Rios, Jamaica, May 2013.
- Economic Transformation in Ghana: Where will the path lead? With S. Kolavalli, El. Robinson, et al. IFPRI Discussion paper 01161, Feb 2012.
- Making ICT Infrastructure, Appliances and Services More Accessible and Affordable in Rural Areas. With M. Barrett. *Information & Communication Technologies (ICT) for Agriculture Sourcebook*, World Bank, Nov 2011.
- Working with Activity Theory: Context, Technology and Information Behaviour. With D. Allen and S. Karanasios. *Journal of American Society of Information Science and Technology*, April 2011.
- Behavioral Friction in Online Contracting: Evidence from Yankee Auctions in *The Economics of ICT Networks*, ed. Gary Madden, Physica-Verlag 2006.

## **Achievements**

- SAP Africa Innovation Prize, 2014
- Lundgren Research Award, University of Cambridge, 2005-2006
- James Alleman Best Student Paper Award, Curtin Business School, 2005
- British Federation of Women Graduates Grant, 2005-2006
- Sperling Studentship, King's College, 2002-2005
- Walter Mintz Economics Scholarship, Reed College, 2001-2002
- Marian Warne Cannell Memorial Scholarship, Reed College, 2000-2001
- Commendation for Academic Excellence, Reed College, 2000-2001

## **Additional appointments**

**Peer reviewer** for Conf-IRM 2015, AoM 2015

**Track chair** at IFIP WG 9.4 2015 Negombo, Sri Lanka. Open Innovation: Governance Models, Implementation Tools, Strategies and Outcomes. With S. Karanasios.

**Invited expert** at Workshop on African Agricultural Information Systems: Review of past experiences and recommendations for MIS. Organized by ADF, CIRAD, CTA, MSU, 30 Nov- 2 Dec 2011, Bamako, Mali.

**Invited expert** at CTA's ICT Observatory, 2-4 Nov 2009, Wageningen, the Netherlands.

## **IT and Other**

- Systems/software: Balsamiq, Atlas.ti, NVivo, Stata, SPSS, Matlab, LATEX, Arc GIS, Java, html
- **Personal blog: "Mobile Market Design for Development" at [mmd4d.org](http://mmd4d.org).**
- Languages: English (business fluency), Bulgarian (mother tongue), Spanish (conversational)
- Nationality: Bulgarian
- Holder of *Exceptional Skills* work permit for South Africa