






CAROLINA REIS



GRADUATE ASSISTANT @ VIRGINIA TECH

CONTACT

-  +1 (479) 502-7782
-  anacarolinareis14@hotmail.com
-  [linkedin.com/in/anacarolina-reis/](https://www.linkedin.com/in/anacarolina-reis/)
-  scholar.google.com/citations?user=EWqb6EkAAAJ&hl=en
-  Virginia, USA

PROFILE

Currently, I am undertaking a PhD program in the information systems field, in which I aspire to elevate my research skills in the areas of philosophy and IS governance.

Our present technology-driven paradigm has been boosted by next-gen technologies, such as artificial intelligence and machine learning, that have promoted a new form of digital era. To ensure a reality that balances technological benefits against human values, a cumulative effort must be made from academia, industry, and government arenas. In my personal and professional career, I intend to become an integral part of this positive loop among academia, industry, government, and society that continuously triggers beneficial breakthroughs for our future and our way of life.

EDUCATION

PhD IN BUSINESS INFORMATION TECHNOLOGY

Virginia Tech
2020 – 2025
- Qualitative Quantitative Methods in Process Research
- Survey of IS Research

INTERNATIONAL MASTER'S IN MANAGEMENT, DIGITAL BUSINESS 17/20

NOVA School of Business and Economics
2017 – 2019
- Work Project – 18
- Statistics III – 17
- Persuasion and Negotiation – 17
- Open Innovation - 16

ERAMUS PROGRAM

Berlin School of Economics and Law
2016 – 2017

BACHELOR'S IN MANAGEMENT 14/20

NOVA School of Business and Economics
2014 – 2017

ACADEMIC EXPERIENCE

GRADUATE ASSISTANT

Virginia Tech / VIRGINIA, USA / 2021 – PRESENT

Within the top 3 departments in the nation for management science and quantitative methods by college factual

- Involved in several research projects in the areas of personality, digitalization, and philosophy

GRADUATE ASSISTANT

University of Arkansas / ARKANSAS, USA / 2020 – 2021

Top 5 most-productive departments in information systems field

- Involved in several research projects in the areas of personality, digitalization, e-commerce and social media in the IS context
- Literature reviews assignments

INVITED ASSISTANT PROFESSOR

NOVA Information Management School / LISBON, PORTUGAL/ 2020

Within the world's best universities in research & teaching in information management by iSchools association

- Lecturing "Marketing Engineering & Analytics" classes in postgraduate's and master's degree programs
- Empowering student with hands-on SAP Marketing Cloud experience

WORK EXPERIENCE

BUSINESS ANALYTICS CONSULTANT

SAP Service Delivery Center EMEA / LISBON, PORTUGAL/ 2018 – 2020

Market leader in enterprise application software

- Co-leader of the SAP Digital Business Services enablement team for SAP S/4HANA Embedded Analytics
- Involvement in several SAP S/4HANA Analytics projects, where I introduced the reporting potential of the technology to key stakeholders from one of the top 10 Fortune Global 500. Development of reporting strategy alongside multiple enablement sessions for several departments across the company group.

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RESEARCH FOCUS

IT PHILOSOPHY & IS GOVERNANCE

- Knowledge development
- IT & Ethics
- IT privacy and Security
- Human-computer interaction

SOFT SKILLS

- Attention to Detail
- Team Oriented
- Working Independently
- Time Management
- Resilience

TECHNICAL SKILLS

- SmartPLS, Advanced
- SPSS, Intermediate
- Stata, Beginner

- DDL, QL, DCL, Advanced
- SQL, Intermediate
- R Studio, Beginner
- Python, Beginner
- HTML, CSS, Beginner

LANGUAGE SKILLS

- Portuguese, Native
- English, Advanced
- Spanish, Intermediate
- German, Beginner

PUBLICATIONS

- Ferreira, H., Ruivo, P. & **Reis, C.** (2021). "How do data scientists and managers influence machine learning value creation?" *Procedia Computer Science*, 181, 757-764.
- **Reis, C.**, Ruivo, P., Oliveira, T. & Faroleiro, P. (2020). "Assessing the drivers of machine learning business value" *Journal of Business Research*, 117, 232-243.
- **Reis, C.**, Ruivo, P., Oliveira, T., & Faroleiro, P. (2019). "Unlocking machine learning business value". *19th Portuguese Association for Information Systems Conference, CAPSI 2019 Proceedings*. 38

ACADEMIC SERVICE

REVIEWER

- AMCIS 2021
- Journal of Business Research 2020

PROFESSIONAL DEVELOPMENT

19th PORTUGUESE ASSOCIATION OF
INFORMATION SYSTEMS CONFERENCE
NOVA Information Management School
Lisbon, Portugal
11 – 12 October 2019

S/4HANA EMBEDDED ANALYTICS
MULTIPLIER WORKSHOP
SAP Walldorf
Walldorf, Germany
28 – 30 August 2019

REFERENCES

Viswanath Venkatesh
Virginia Tech
Eminent Scholar and Verizon Chair
E: vvenkatesh@vt.edu

Tiago Oliveira
NOVA Information Management School
Associate Dean
E: toliveira@novaims.unl.pt

Maria Catarina Silva
SAP
Services Engagement Manager MEE
E: maria.catarina.silva@sap.com