

*Faculty of Engineering and Natural Sciences*  
*Seminar*  
*Friday, March 01, 2013, 14:00, Fener Hall*

***Back to the Stone Age.***  
***How strategy builders turn into ambitious***  
***architects.***

**Dr. Birgit Oberer**

**Abstract**

Traditional decision making processes in organizations are falling behind the fast pace of change in this new century. Many of us are aware of this situation, but are feeling lost without a new approach allowing us to make good, reliable decisions fast. What about brand managers, whose daily business is creating awareness for their brands on social media? As Twitter, Facebook, Google Plus, and other social networks gain in popularity, many brand managers are uncertain as to how to stay involved. Some find that the 'best idea' of today is the one dismissed the day before. During this session, we will draft social solutions to innovation challenges that strategy builders have to handle in order to achieve the objectives of a creative, collaborative decision making.

**Biography**

**Dr. Birgit Oberer** is a member of the Engineering and Natural Sciences Faculty at Kadir Has University. She serves as an independent expert in the field of European Research and Innovation for the European Commission. Some of her latest publications include 'Simplify the Journey to the Cloud: Toward a European Cloud Computing Strategy' (2012), 'Logistics: Keeping freight moving. Europe's initiatives at achieving efficiency and sustainability for freight transport' (2012) and 'Cross-Border Healthcare: The European Union is Driving Forward the Uptake of E-Health with a Network for European Co-operation' (2012). One of her co-authored publications was nominated for the Association for Information Systems (AIS) Best Information Systems Publications Award 2012.

Dr. Oberer holds a PhD in Business Administration and Business Informatics from Klagenfurt University (Austria). Her areas of interest include social media management, eLearning, cloud management, and geographic information systems.