



Andrea Christine Geissinger

Postdoctoral Scholar, Education

Bio

BIO

Andrea Geissinger is a SCANCOR (Scandinavian Consortium for Organizational Research) Postdoctoral Scholar. Her research interest lies at the intersection between digital innovation, organizational sociology, and sociological institutionalism. She is motivated to understand the impact of digital technology on social and cultural norms and values through qualitative and archival methods. For instance, by drawing on institutional theories, she has explored one of the most promising alternative forms of organization of the past decade: the sharing economy. As digital platforms set new norms by drawing on elements of both market and community on a large scale, Andrea's current research focuses on deepening our understanding of what this "community" means in, for, and around organizations and society.

Andrea is also a Research Fellow at the House of Innovation at the Stockholm School of Economics, Sweden. She holds a Ph.D. in Business Administration from Örebro University School of Business, M.Sc. from Stockholm Business School, and a B.A. from Ludwig-Maximilians-University in Munich, Germany. Prior to her research career, Andrea worked in management consulting.

STANFORD ADVISORS

- Patricia Bromley, Postdoctoral Faculty Sponsor

Publications

PUBLICATIONS

- **Social media analytics for innovation management research: A systematic literature review and future research agenda** *TECHNOVATION*
Geissinger, A., Laurell, C., Oberg, C., Sandstrom, C.
2023; 123