Ina Sebastian:

I am passionate about how organizations use digital technologies and partner in new ways to innovate and improve outcomes for themselves, their customers, and their business partners and ecosystems, while creating social value like sustainability.

My current work focuses broadly on two themes. The first is how companies become Future Ready and manage the organizational change that digitally enabled business transformations entail. If you would like to learn more about this, see the book I co-authored with my colleagues Stephanie Woerner and Peter Weill. It’s called *Future Ready: The Four Pathways to Capturing Digital Value*, published by Harvard Business Review Press.

The second theme is how companies operate in digital ecosystems and collaborate with others to grow their business—but also to solve complex, multi-stakeholder problems that often span industries, like reducing carbon emissions. Many opportunities I see have digital innovations at their core.

I study these questions with mixed methods, including interviews, case studies, and survey research, to form a rich understanding of complex environments. I collaborate with other researchers at MIT CISR and with research collaborators and industry fellows globally. My objective is to develop frameworks and examples that show what it takes for every organization to get ready for the future, so as to compete and contribute to solving the big challenges. Please reach out to me to learn more and get involved.