

# John Baptista

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**Profile:** John Baptista is a doctoral student in the Information Systems Department at the LSE. His research field is in the study of inter-organisational trust. He is studying this theme using a New Institutional Economics lens highlighting the economic phenomena that explain the behaviour of agents in the market. The study follows a mixed research methodology.

Main areas of interest:

- *Trust*: Inter-organisational trust.
- *New Institutional Economics*: asymmetry of information.
- *Information Systems Security*: from a social science agenda
- *Public Key Infrastructure*: market analysis and interoperability.
- *Information Systems Management*.
- *Project Management*.

**Education:** **PhD Information Systems, London School of Economics** (*in progress*)  
Doctoral student in Information Systems, researching the establishment of trust in e-commerce from an economics perspective.

**MSc Information Systems, London School of Economics, UK, 2002** (*Distinction*)  
Advanced programme covering the most up to date themes in the development and management of Information Systems in organisations.

**E-Business Strategy Executive Program, Massachusetts Institute of Technology, USA, 2000**  
World leading executive programme in E-business strategy.

**BSc Economics, Universidade Nova de Lisboa**, (Portugal's premier University), 1996

- Awarded scholarship for "highest mark in Strategy in 1996".
- Majored in Strategy. Thesis: "Strategic analysis of the coffee industry in Portugal".

**Teaching experience:** **MSc Information Systems – London School of Economics**  
Class teacher of the following courses:

- Information Systems Management
- Information Systems Security
- Inter-organisational Information Systems
- How to write a dissertation

#### **Undergraduate courses**

Class teacher of the following courses:

- IT and Society – London School of Economics
- Operations Management – Visiting Lecturer

**Work in progress:** "Signalling quality in the PKI market – the use of minimum quality standards" - Accepted to the **2003 ECIS** conference. Co-authored with Dr. Carol Hsu and Dr. James Backhouse.

"The key to trust? Signalling quality in the PKI market", submitted to **European Journal of Information Systems**. Co-authored with Dr. Carol Hsu and Dr. James Backhouse

Helped organise the workshop "Is theory of any use for Information Security Manager?" as part of the Computer Security Research Centre at LSE in November 2002.

**Work  
Experience:**

2000 – 2001

**THE CONSERVATIVE PARTY**

London, UK

**New Technologies Director**

Developed a new IS Strategy to overcome deficiencies in the integration of information between the 650 Constituencies and the Conservative Central Office.

**Project Manager**

Secured funding and implemented a 60 position call centre on time and within budget to support the Target Voter Campaign aiming at contacting key marginal swing voters by direct marketing using phone, mail and e-mail.

1998 - 2000

**BANCO ESPIRITO SANTO** (leading financial group in Portugal, with assets over £15b)

**Project Manager**

Lisbon, Portugal

Led team in implementing a new multi-channel infrastructure. This was a pioneer project in the provision of customer care, sales support and brokers' management.

1996 - 1998

**WORLD EXPO' 98** (£1b world's fair in Lisbon, with participation of 140 Nations and 11m visitors)

**Ticketing Project Manager**

Lisbon, Portugal

Selected and implemented the ticketing technical solution, and managed the on-site ticketing sales operations during the exhibition. This system was used by 11m visitors in 4 months.

**Scholarship**

Scholarship granted from the Portuguese Government and the EU for the period of the PhD programme covering fees and stipend.

**Languages:**

- English (fluent), Portuguese (fluent), Spanish (highly proficient), French (proficient)

**Personal:**

- DoB 28th April 1973. Nationality: Portuguese