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Sarah is a professor for Information Systems (Wirtschaftsinformatik) since 2009 and chairs the Institute for Management Information Systems at Vienna University of Economics and Business (WU Vienna). Before starting her career in Vienna, she completed her ‚Habilitation‘ and Ph.D. at the Institute of Information Systems at Humboldt University Berlin (Germany) and held an Adjunct Professor positions with the Heinz College of Public Policy and Management, Carnegie Mellon University (Pittsburgh, USA). From 2004 to 2008 Sarah headed the Berlin Research Centre on Internet Economics (InterVal) at Humboldt University.

Sarah has published over 60 articles and 2 books in the area of Information Systems (IS) Design and IS Acceptance, Ubiquitous Computing and Marketing. Her main areas of expertise are electronic privacy and disclosure behavior. A key goal of her work is to refine the concept of ethical computing especially with a view to data protection. In this vain, she has also co-authored European privacy regulations for RFID technology. Sarah is regularly working as an advisor for companies, governmental institutions as well as the EU Commission. She is on the advisory board of WU’s student consultancy company uniforce. Before starting her academic career she worked as a consultant for A.T. Kearney and headed the business intelligence section for a Silicon Valley start-up called Openwave.