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Research interests

Digital innovation in healthcare

Social media, online communities, and public perception of medical expertise and advice

Online discourse, societal change, and innovation

Digital technologies and the transformation of professional identities and practice

Sociomateriality and affordances

Personal profile

I am Associate Professor in Digital Health and Innovation at the University of Bristol. I earned my PhD from the University of Warwick in 2012 and have more than 10 years of experience researching digital innovation in healthcare.

I have done research on the adoption of health information systems and telehealth from various theoretical perspectives, including institutional theory, affordances, identity theory, and the sociology of professions.

My recent work focuses on the impact of online health communities and social media on medical expertise and healthcare innovation. I am an experienced qualitative researcher and am currently working on combining text analytics with human interpretations of texts to advance the analytical as well as interpretative power of narrative methodologies in the analysis of social media conversations.

My research features in world leading journals such as Management Information Systems Quarterly, the Journal of the Association for Information Systems, Information Systems Journal, and Social Science & Medicine.

I am an Associate Editor of the Journal of the Association for Information Systems and the Information Systems Journal, and a member of the Editorial Board of Information Systems Research.

As a Fellow of the Higher Education Academy (UK), I have made notable contributions to teaching. A firm believer in the power of information technologies and data in addressing industry and societal challenges, I have designed and led courses on digital innovation, data analytics, and Artificial Intelligence for business where students have been involved in group and individual projects to solve real business scenario challenges and problems.

Employment

Associate Professor in Digital Health and Innovation

School of Management - Business School
Faculty of Social Sciences and Law
United Kingdom
1 Aug 2023 → present

Research outputs

Changing people's views about veganism and climate change: influencers as lifestyle changemakers in social dilemmas

Jeziarska, A. O., Bernardi, R., Zhang, W. & Zhu, E., 5 Jul 2024, *PACIS 2024 Proceedings*. Association for Information Systems, 9 p. 11. (Pacific Asia Conference on Information Systems (PACIS)).

How do unintended consequences emerge from EHR implementation? An affordance perspective

Trocin, C., Lee, G., Bernardi, R. & Sarker, S., 23 Apr 2024, (E-pub ahead of print) In: *Information Systems Journal*.

Turning Digital in Times of Crisis: A Values-Based Theory of Telehealth Adoption During the Covid-19 Pandemic

Bernardi, R., 1 Sept 2023, In: *Information and Management*. 60, 6, 103835.

Online Health Communities and the Patient-doctor Relationship: An Institutional Logics Perspective

Bernardi, R. & Wu, P. F., 1 Dec 2022, In: *Social Science and Medicine*. 314, 9 p., 115494.

Guest editorial: The bright side and the dark side of digital health

Yan, Z., Bernardi, R., Huang, N. & Chang, Y., 12 Nov 2021, In: *Internet Research*. 31, 6, p. 1993-1999 7 p.

Community attachment and emotional well-being: an empirical study of an online community for people with diabetes

Wu, P. F. & Bernardi, R., 4 Nov 2020, In: *Information Technology and People*. 34, 7, p. 1949-1975

Telecentre Users as Mediators of Empowerment of Rural Communities in Malawi

Kapondera, S. K., Panteli, N. & Bernardi, R., 22 May 2020, *IST-Africa 2020 Conference Proceedings*. Cunningham, M. & Cunningham, P. (eds.).

Clinical managers' identity at the crossroad of multiple institutional logics in IT innovation: the case study of a healthcare organisation in England

Bernardi, R. & Exworthy, M., May 2020, In: *Information Systems Journal*. 30, 3, p. 566-595 30 p.

The digital transformation of public services in the COVID-19 era: bringing back the digital inclusion agenda: Written evidence for the Public Services Committee, House of Lords, UK Parliament

Bernardi, R., 2020, *A critical juncture for public services: lessons from COVID-19: 1st Report of Session 2019-2020*. London: House of Lords, PSR0062

The Role of Affordances in the Deinstitutionalization of a Dysfunctional Health Management Information System in Kenya: An Identity Work Perspective

Bernardi, R., Sarker, S. & Sahay, S., 1 Dec 2019, In: *MIS Quarterly*. 43, 4, p. 1177-1200 24 p.

Online Health Communities as Social Spaces for Experimentation: Individual and Collective Epistemic Practices of Knowledge Co-production

Bernardi, R., 26 Apr 2019.

A Framework for Understanding the Empowerment Effects of Telecentres on Rural Communities in Developing Countries

Kapondera, S. K., Bernardi, R. & Panteli, N., 2019, p. 104-115.

Health Information Systems and Accountability in Kenya: a Structuration Theory Perspective

Bernardi, R., 31 Dec 2017, In: *Journal of the Association for Information Systems*. 18, 12, p. 931-958 28 p.

The Impact of Online Health Communities on Patients' Health Self-Management

Bernardi, R. & Wu, P., 10 Dec 2017, *Proceedings of the Thirty-Eighth International Conference on Information Systems: 2017: Proceedings of the International Conference on Information Systems - Transforming Society with Digital Innovation, ICIS 2017, Seoul, South Korea, December 10-13, 2017. Association for Information Systems 2017*. Association for Information Systems

Challenging Dominant Frames in Policies for IS Innovation in Healthcare through Rhetorical Strategies

Bernardi, R., Constantinides, P. & Nandhakumar, J., 28 Feb 2017, In: *Journal of the Association for Information Systems*. 18, 2, p. 81-112 32 p., 3.

How Do Online Communities of Patients Aggregate on Twitter? An Affordance Perspective

Bernardi, R., 11 Dec 2016, *Proceedings of the Thirty-Seventh International Conference on Information Systems: 2016: Proceedings of a meeting held 11-14 December 2016, Dublin, Ireland.. 4 ed.* Association for Information Systems, Vol. 37 . p. 2993-3011

Narrative analysis of framing strategies in health service innovation: the case of international health policies in Kenya

Bernardi, R., Constantinides, P. & Nandhakumar, J., 2015, *31st European Group for Organizational Studies (EGOS) Colloquium*.

The challenges to distributed leadership and the boundary spanning of local entrepreneurs in emergent healthcare innovation: the telehealth experience of one Clinical Commissioning Group (CCG) in England

Bernardi, R. & Exworthy, M., 2015, *BAM2015 Conference Proceedings*. British Academy of Management

Identities: The Missing Link between IT Affordances and Institutions for Better Health Care in Developing Countries

Bernardi, R. & Sarker, S., 2013, *Proceedings of the Thirty-Fourth International Conference on Information Systems: 2013*.

Information Technology and Resistance to Public Sector Reforms: A Case Study in Kenya

Bernardi, R., 2012, *Public Sector Reform Using Information Technologies: Transforming Policy into Practice*. IGI Global, p. 59-78 20 p.

ICTs and monitoring of MDGs: a case study of Kenya HIV/AIDS monitoring and evaluation in a donor multi-agency context

Bernardi, R. & DeChiara, F., 2011, In: *Information Technology for Development*. 17, 1, p. 24-41 18 p.

IT Enactment of New Public Management in Africa: The Case Study of Health Information Systems in Kenya

Bernardi, R., 2010, In: *Electronic Journal for e-Government*. 7, 4

An institutionalist perspective of IT-enabled change: a case study of Health Information Systems in Kenya

Bernardi, R., 2009.

An institutionalist perspective of IT-enabled change of Health Management Information Systems in Africa: implications for the Open-Source Software

Bernardi, R., 2009, *10th International Conference on Social Implications of Computers in Developing Countries*. IFIP WG9.4

IT-enabled change into the structures of Health Information Systems in Africa: a case study in Kenya

Bernardi, R., 2009, *European Conference on Information Systems (ECIS) 2009 Proceedings*. CLEUP

IT Enactment of New Public Management in Africa: The Case Study of Health Information Systems in Kenya

Bernardi, R., 2009, *Proceedings of the 9th European Conference on e-Government*. Academic Publishing Ltd, p. 129-136 8 p.

IT innovation under a multivocal and multilevel perspective: the case study of a health information system in Kenya

Bernardi, R., 2009.

The role of Institutions and IT-artefacts in the restructuring of a HIS in Kenya

Bernardi, R., 2009, *25th EGOS Colloquium Conference Proceedings: Sub-theme 8: Institutions and knowledge: the role of materiality*.

A multilevel institutionalist analysis of IT-enabled change in the public sector in Africa

Bernardi, R., 2008.

A Multivocal and Multilevel Institutional Perspective to Analyse Information Technology Enabled Change in the Public Service in Africa

Bernardi, R., 2008, *IT in the Service Economy: Challenges and Possibilities for the 21st Century*. Springer, Vol. 267. p. 271-280 10 p.

Failure in the Design and Implementation of Government ICT Projects in Africa: A Complexity Theory Perspective

Bernardi, R., 2007, *IST-Africa 2007 Conference Proceedings*. IIMC International Information Management Corporation

Projects

Epistemic responsibility and the sociomateriality of epistemic practices in a diabetes online community

Bernardi, R. (Principal Investigator)
1/04/19 → 31/03/20

Integrated Care Team: Independent evaluation of the North East Hampshire and Farnham Vanguard by Wessex Academic Health Science Network

Bernardi, R. (Researcher)
3/10/16 → 24/11/16

Medical Experts as Social Media Influencers of Networks of Practice in the Fight Against COVID-19

Bernardi, R. (Principal Investigator), Simpson, E. D. (Principal Investigator) & Davis, O. S. (Principal Investigator)
31/01/22 → 4/07/22

The Role of Clinical Commissioning Groups (CCGs) in Fostering the Adoption and Diffusion of Telehealth in the UK

Bernardi, R. (Principal Investigator) & Exworthy, M. (Principal Investigator)
6/02/14 → 5/04/15

The Role of Online Health Communities in Patient Empowerment An Empirical Study of Knowledge Creation and Sharing on Diabetes.co.uk

Bernardi, R. (Principal Investigator) & Wu, P. (Co-Investigator)
17/04/17 → 15/09/17