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Adwoa Twumwaa Ansaah holds a Bachelor of Science in Business Administration (Business Information Technology major) from the Kwame Nkrumah University of Science and Technology - Ghana, as well as a Master of Science from the Technical University of Munich – Germany, and a Master in Management from HEC Paris – France.

In 2016 and 2017 respectively, she was awarded for academic excellence by the Royal Bank – CoHSS Awards and Beige Youth Excellence League in Ghana. Following her bachelor's degree, she served as a Teaching and Research Assistant at her alma mater during which she co-authored a paper on the challenges of implementing mobile voting in elections in tertiary institutions in Ghana. This paper was presented at the International Conference on E-Education, E-Business and Technology in 2018, and published in the ACM digital library.

Adwoa Twumwaa has gained practical experience in Marketing and Communications, as well as Business Development through various roles and projects in diverse work environments, including [Vodafone](#), [Celonis](#), and [Speedinvest](#).

Adwoa Twumwaa's research interests centre on the nuances of organizational culture, as well as organizational response to: demands for accountability in sustainability-related issues, and pressures associated with digital transformation. Her master's thesis studied the effect of employee-oriented and customer-oriented organizational cultures on service innovation in tech startups in Germany. As part of her doctoral studies, she is currently researching the nature of failure-tolerant organizational culture (aka failure culture) under the supervision of Prof. Dr. Miriam Muethel at WHU's Chair of Organizational Behavior.