Sabine Seufert

Sabine Seufert is Professor for Business Education and Director of the Institute for Educational Management and Technology at the University of St. Gallen. Her research focuses on digital transformation and Artificial Intelligence in Education. She is particularly interested in using design research and multi-method approaches to design, implement and evaluate AI-based educational technology. Recently, her focus is on generative AI and large language models and the question how we could use it for personalized learning.