

Jessica Braojos

Associate Professor

Department of Business Management(FCCEE)



- Research:
 - Area of interests: Digital Transformation; Leadership; Dynamic Capabilities
 - Google Scholar: [Jessica Braojos - Google Académico](#)
- Contact details:
 - Office: A 202
 - Office hours: Mondays 8:00-11:00 and Friday 11:00-14:00
 - email: jbraojos@ugr.es
- TFM proposals:
 - Digital transformation:
 - I. The impact of artificial intelligence on firm performance
 - Leadership and Human Resources:
 - I. Leadership in education
 - II. Personality traits and soft skills in digital transformation
 - III. Individuals in a digital context: Theoretical framework



ugr | Universidad
de Granada