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Her work in top-level academic journals has been cited over 5000 times on google scholar. She has an affiliation as Principal Investigator with the Brain and Spine Institute of Sorbonne University. She also co-directs INSEAD's & Sorbonne University's Business Foundation Certificate Program. Her work has received international newspaper, radio, and TV coverage by, among others, CNN, ABC News, Fox News, Arte, Galileo, National Public Radio, The New York Times, The Economist, The New Yorker, Science Magazine, Scientific American, Harvard Business Review, Focus, Spiegel, and Absatzwirtschaft.