USN | School of Business
University of South-Eastern Norway

eGovCollab Workshop

Professor David S. A. Guttormsen
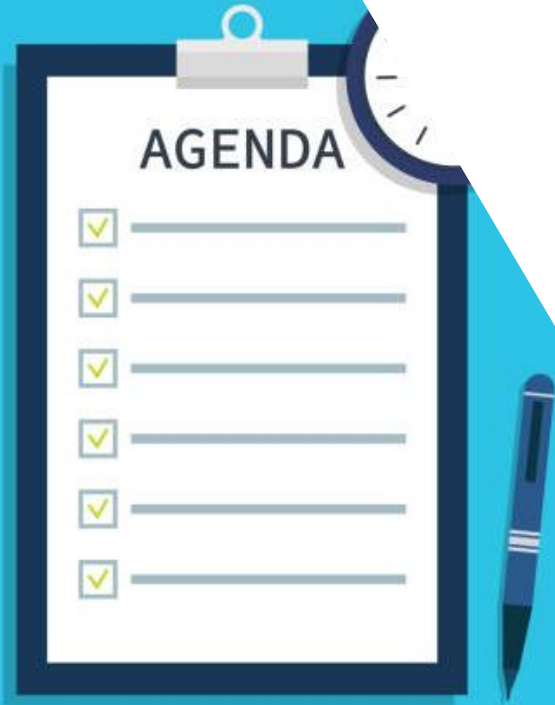
Thursday 27 March 2025

11:15 – 11:45 EET

'AI and Intercultural Unknowns: Building Inclusive and Multicultural Public and Private Sector Work-Organisations'

Looking forward

Agenda

- Who am I? (1 min)

- Scope of future grant application (4 min)

- Ways forward (2 min)

Who am I?

- Professor in Organisation and Management

- Research specialisations:

  - Cross-cultural management
  - Expatriate management & global mobility
  - International business; inclusion-exclusion experiences; social sustainable development goals
  - Qualitative research methods

- Project leader; developing a project idea for future external grant applications

Dr. Marius Rohde Johannessen

Dr. Erik Lankut   Prof. Nina K. Prebensen

Prof. Jakob Lauring (Aarhus)

Prof. Fiona Moore (Royal Holloway)

Prof. Lailani L. Alcantara (APU)

Prof. Cathrine Seierstad

Dr. Kristin Bentsen

Dr. Jon Hovland Honerud

Prof. Christoph Lutz (BI)

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COST (European Cooperation in Science and Technology) is a funding organisation for research and

"European Cooperation in Science and Technology (COST) creates open spaces where people and ideas can grow.

COST funds interdisciplinary research networks called COST Actions. These Actions bring together researchers, innovators and other professionals including industry specialists, who are based in Europe and beyond, to collaborate on research topics for a period of 4 years."

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COST Action

- € 575,000 over 4 years

- Networking and communication tools:

  - Meetings & Training Schools

  - Mobility of Researchers and Innovators

  - Presentations at conferences

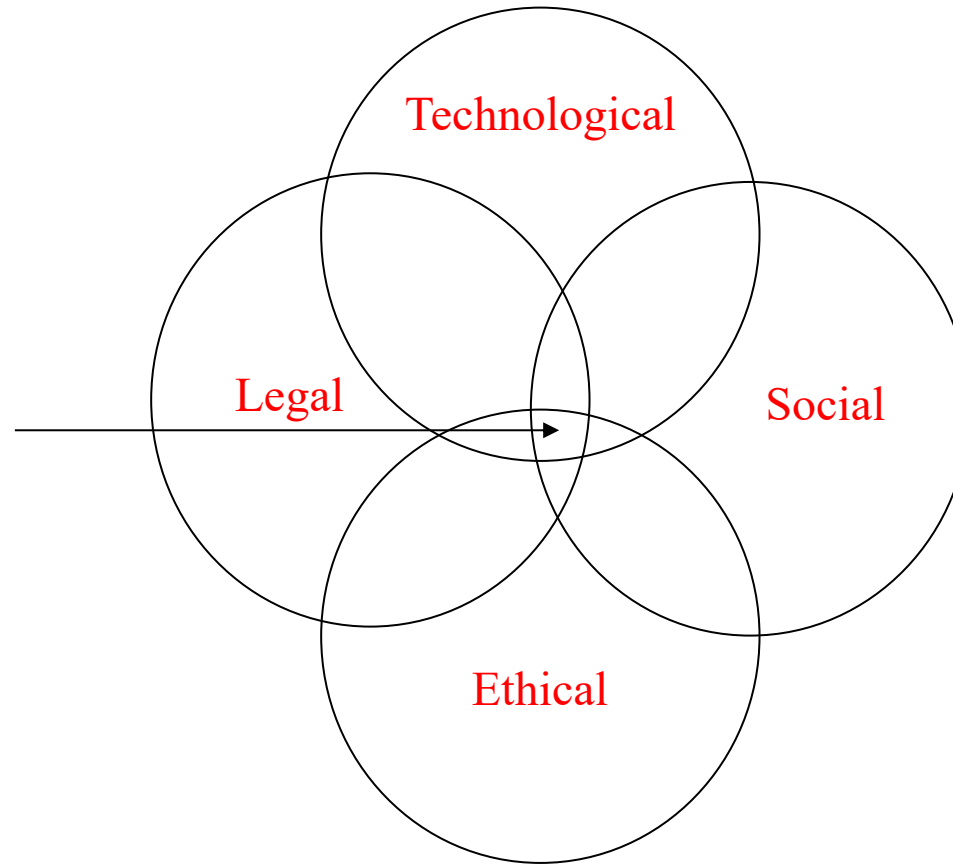 - Dissemination and Communication Products

Data; EU, North-America, China/East-Asia

Technological

Legal

Social

Ethical

Intercultural phenomena, interactions, learning and influence
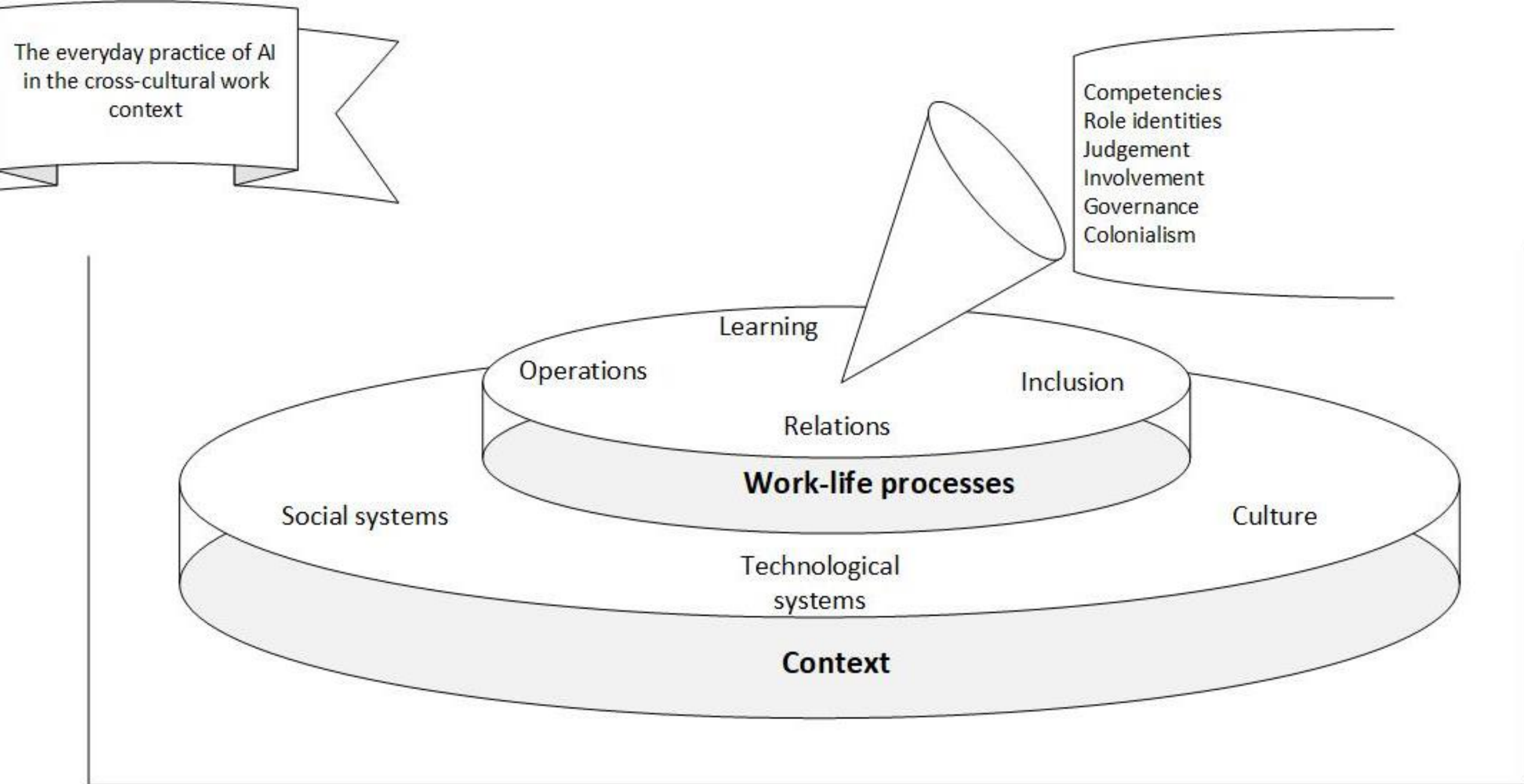
Multicultural work-contexts

Societal challenges:
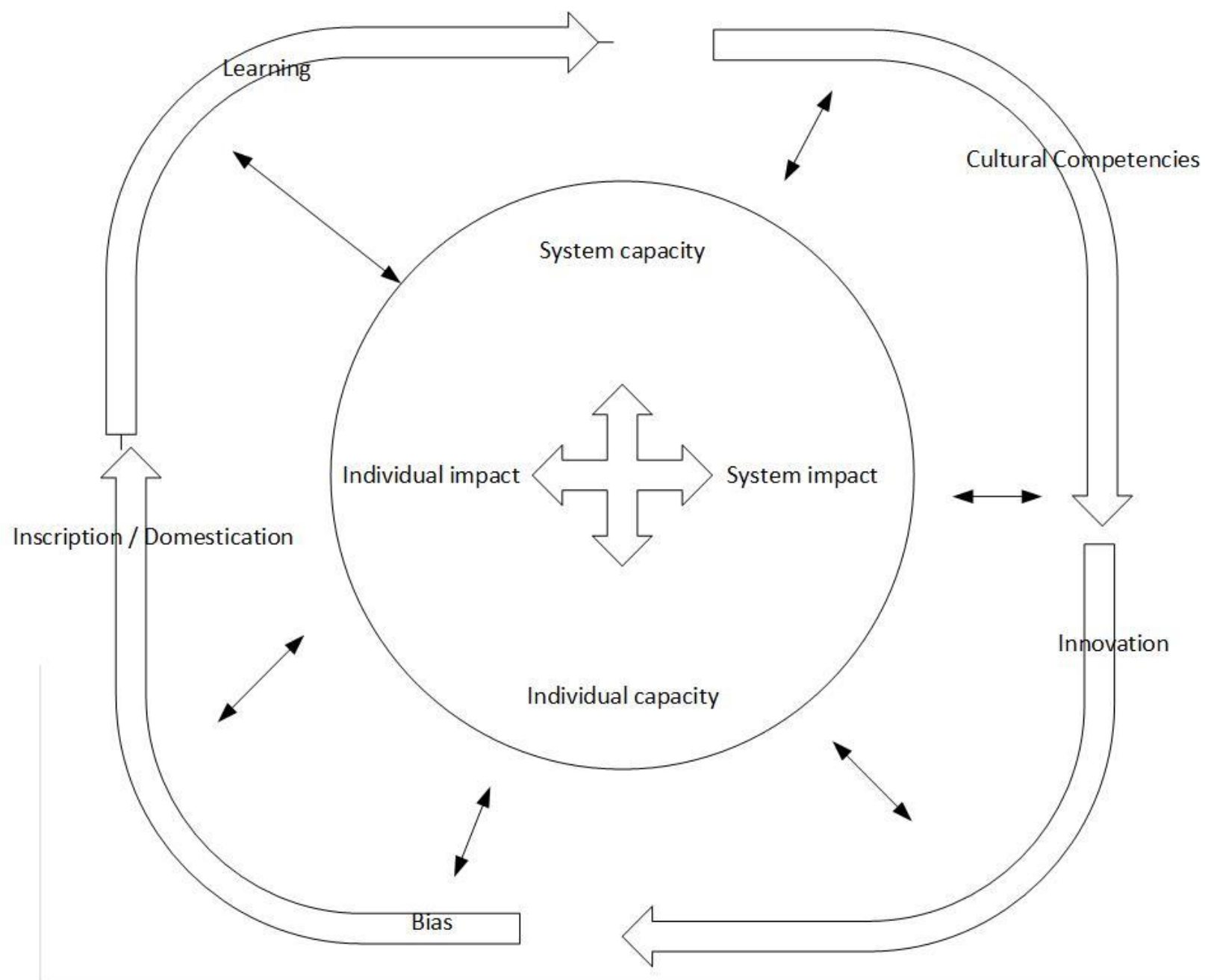
… building competitive and reflective European societies

… avoiding cultural exclusionary effects; intercultural interaction at work

Thematic positioning

Three "Frames"

The everyday practice of AI in the cross-cultural work context

Competencies
Role identities
Judgement
Involvement
Governance
Colonialism

Learning

Operations

Inclusion

Relations

Work-life processes

Social systems

Culture

Technological systems

Context

The heuristics: Studying Inclusion and Cross-cultural interactions at the work-place in the age of AI

Learning

Cultural Competencies

System capacity

Individual impact ⟷ System impact

Inscription / Domestication

Innovation

Individual capacity

Bias

Ontology: The phenomena of cross-cultural interaction and inclustion in the AI-propelled work-place

The Road Ahead

- Welcome your input

- Discuss potential collaboration / co-applicants (COST Action)

- Consider pursuing other (empirical) grant applications in future

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