

ANNELISE LY, PhD.

Curriculum vitae

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Contact information

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About

Married, 2 daughters (born in 2014 and 2017), French national

Academic position

Associate Professor, Department of Professional and Intercultural Communication (FSK), NHH

Excellent teacher practitioner (*merittert underviser*)

Academic service

2017-	Associate Professor	NHH
2016-2017	Researcher (<i>Forsker II</i>)	Centre for Applied Research (SNF)
2011-2016	Ph.D., research scholar	NHH
2010-2011	Research assistant	University of Bergen
2010-2011	Assistant Professor (FRA201)	University of Bergen
2010-2010	Assistant Professor (FRA10)	NHH
2005-2006	Teacher of French	ESC Lille (France)
2004-2004	Assistant in French	NHH

Other relevant work experience

2020-	Board member	Vestland Kulturbrobygger Tjeneste
2020-	Board member	Grønt Skift
2015-	Consultant/keynote speaker	Annelise Ly AS
2012-2014	Cross-cultural manager	TTS
2008-2010	Lecturer (<i>lektor</i>)	Bergen Kommune
2007-2007	Export trader	Harald Mowinckel AS
2007-2011	Lecturer (<i>lektor</i>)	Folkeuniversitet i Bergen
2006-2008	Lecturer	Danielsen VGS
2006-2006	Lecturer	Shanghai French
2005-2005	Intern in sales forces management	Bouygues Telecom (France)
2004-2004	Project manager in sales and marketing	Insight Vision (China)
2003-2003	Intern in sales and marketing	Wall Street Institute Paris (France)

Degrees

2016	Ph.D. in intercultural communication	NHH
2009	MA in French language	University of Bergen
2006	International MA in management	ESC Lille, France
2006	Bachelor of French, with a specialisation in FLE	La Sorbonne, France

RESEARCH PUBLICATIONS

- 2022 Developing future global leaders' competencies in a business school course: A case study of a course design inspired by Team-based learning, *Advances in Global Leadership*, Vol.14, 227-245
- 2021 Fostering Student Engagement and Oral Practise in an Online French Course during COVID-19: Implementation, Reflection and Strategies, in *Handbook of Research on Effective Online Language Teaching in a Disruptive Environment* Edited by Jean Leloup and Pete Swanson, IGI Global, 270-287
- 2021 Redéfinir le dirigeant d'entreprise: le retravail de l'*ethos* collectif dans le discours de remise de diplômes de Faber, *Argumentation et Analyse du Discours* [En ligne], 26 | URL : <http://journals.openedition.org/aad/5204>
- 2021 Strategies to Survive on Foreign Turf: Experience Sharing and Reflections from Two Apparent Aliens in the Field. In, *Field Guide to Intercultural Research*, edited by D. Guttormsen, J.Lauring & M.Chapman, Edward Elgar (with I. Spjeldnæs)
- 2019 Réflexions pour repenser le management interculturel, in Les Nouvelles voix/voies de l'interculturel, edited by F.Dervin & N. Augier, *Le Langage et l'Homme*, L'Harmattan, 23- 34
- 2017 Making sense of Communication and Cultural Differences in the Workplace: The Case of Sino-Scandinavian Collaborations, in *Intercultural Communication with China Beyond (Reverse) Essentialism and Culturalism?*, edited by F. Dervin and R. Machart, Springer Publishing, 111-131
- 2016 *International internal communication: a transdisciplinary approach*, Ph.D. Thesis, NHH
- 2016 Challenges of teaching intercultural business communication in times of turbulence, in *Intercultural Competence: Alternative Approaches for Today's Education*, Edited by F. Dervin and Z. Gross, Palgrave McMillan, 215-236 (with K. Rygg)
- 2016 Internal email communication in the workplace: is there an "East-West divide"? *Intercultural Pragmatics*, Vol 13, 1, 37-70
- 2015 Getting Access to Language Data in the Workplace: Role Enactment as a Data-generation Method, in *The Ins and Outs of Business and Professional Discourse Research, Reflections on interacting with the Workplace*, Edited by G. Alessi, G. Jacobs, Palgrave McMillan
- 2014 Le sommet sur le changement climatique de Copenhague en 2009 et les espérances brisées au Parlement européen. In *Interpréter l'événement. Aspects linguistiques, discursifs et sociétaux*. Lambert-Lucas, 155-163 (with K.Fløttum)
- 2013 Images and roles of the European Union in the climate change debate: A cognitive approach to metaphors in the European Parliament, in *Speaking of Europe: Approaches to complexity in European political discourse*, Edited by K.Fløttum, John Benjamins. 151-170
- 2013 A critical discussion of Hofstede's concept of Power Distance. In *SYNAPS* 28 51-66
- 2011 Combattre le changement climatique: réflexions sur les métaphores du climat au Parlement européen. *Signes, Discours et Sociétés* [en ligne], SDS_7 Représentations métaphoriques de l'univers environnant, juillet 2011

Work-in-progress

- 1) “Email in international business settings: Classroom activities for students to practice and critically reflect on their communicative practices”. Book chapter to be published in *Critical intercultural education at tertiary level: Putting theory into practice*, edited by Mélodie Sommier, Anssi Roiha and Malgorzata Lahti, Routledge
- 2) “The role of recontextualization and HR practices in transferring corporate values from a small Norwegian IT company to an Indian subsidiary”. Article co-authored with T. Sverdrup and sent to the International Journal of Human Resource Management (minor revisions- resubmitted in April 2022)
- 3) Ongoing article: “My team is great! I love to work with different people”. International students’ perceptions of multicultural teams and strategies for effective collaboration
- 4) Ongoing project: Highly skilled migrants’ perception of inclusion in Norway

REFeree WORK

Journals and books

Journals: Intercultural Pragmatics, Magma, VARIENG, Frontiers of Education in China

Books: *Field Guide to Intercultural Research*, *Effective Online Language Teaching in a Disruptive Environment*

Member of scientific committees

IALIC conference 2018, GEML 2020, ABC Conference in San Diego (2020), GEML 2021

RESEARCH PROJECTS

2015-2020	Member of the VAKE research group (innovative didactics in intercultural training), NLA
2016-2019	Member of the Cross-border value creation research group, SNF
2013-2016	Member of the FOCUS group, SNF
2010-2011	Member of the EURLING group, UiB

CONFERENCE PRESENTATIONS/ INVITED TALKS

- 2021 Developing Competencies for Communicating and Working Across Cultures in the Classroom: A Team-Based Learning Approach, workshop presented at the 86th ABC annual conference (18-24.10.2021) (with Judith Ainsworth)
- 2021 Developing future global leaders' competencies in a business school course: Reflections on the teaching and learning experiences, ABC Conference (26-28.08.2021)
- 2021 Redefining the business leader: the reworking of the collective ethos in Faber's commencement speech, ABC Conference (26-28.08.2021)
- 2021 The role of recontextualization and HR practices in transferring corporate values from a small Norwegian IT company to an Indian subsidiary, AOM Conference (29.07-4.08.2021) (With T.Sverdrup)
- 2021 Examining cultural differences in the workplace: How using different disciplines helped shed light on a company's challenge, invited talk at the Applied Linguistics and Communication Seminar, Newcastle University (12.05.2021)
- 2021 Team-Based Learning to Develop Leadership Competency for Communicating Across Cultures and Working in Multicultural Teams. Workshop presentation at the 20th annual meeting of the Team-Based Learning collaborative, March 3-5, (with J. Ainsworth)
- 2020 Developing Future Global Leaders in a Business School Course: A Case Study of a Course design Inspired by Team-based Learning. Presentation in the panel: Learning, Research, and Practice in Business Communication: A Careful Balancing Act on the Road to Success, 85th Annual conference, Association for Business Communication, online (27-31.10)
- 2019 Communication of corporate values in internal social media: A case study of a Norwegian IT company DICOEN Conference, University of Leuven (3-5.06)
- 2017 Professional, intercultural interactions in BELF. Special colloquium "Multiple perspectives on BELF: research, teaching and practice", ELF 10 conference, University of Helsinki (12-15.06)
- 2016 Guest talk for the Discourse & Organizations group, University of Ghent (9.12.2016)
- 2016 International internal communication: a transdisciplinary approach, ALAPP conference, University of Copenhagen (3-5.11)
- 2016 Making sense of cultural differences in the workplace: the case of Sino-Scandinavian collaboration. FIBE conference, NHH (6-7.01)
- 2015 Internal email communication in the workplace: is there an East-West divide?, MPPDE conference, Ghent University (9-10.09)
- 2014 Cultural differences at the workplace: an excuse for poor communication? In Intercultural communication between China and the rest of the world: Beyond (Reverse) Essentialism and Culturalism? Conference, University of Helsinki (5-6.06)
- 2014 Reflections on role enactment as a method to generate data in the workplace. ABC Conference, University of Modena (6-7.03)
- 2013 Are European employees always direct when they write emails to their Asian colleagues? A study on the expression of request, criticism and disagreement in internal email communication. IALIC Conference, University of Hong Kong (29.11-01.12)
- 2013 Request, Criticism and Disagreement in Intercultural Business Communication. DICOEN VII Conference, University of Beijing (18-20.10)

- 2013 What happens when Norwegians and Chinese meet and when French and Norwegians meet? An analysis of speech acts in business interactions. FIBE Doctoral Colloquium, NHH (9.01)
- 2012 Understanding the *Chinese*: trends and challenges in the field of intercultural business communication, NIAS Conference, Aalto University School of Business (27-30.11)
- 2012 A Critical Discussion of Hofstede's Concept of Power Distance” presented as a part of the Theory of Science and ethic course, NHH (22.08)
- 2012 A Ying Yang Perspective on the French culture, Ying Yang: a new perspective on culture international conference, Stockholm School of Business (7-11.06)
- 2012 Shifts in intercultural business communication following the rise of Asia as an economic superpower, Rising Asia, Anxious Europe international conference, Copenhagen University (2-3.05)
- 2011 A Discussion on Hall's contexting theory (doctoral session). NIAS Conference, Stockholm University (22-25.11)
- 2011 Expressions of face and facework in business interactions in Norway, China and France: A linguistic approach (doctoral session) NIC Conference, Helsinki University (1-3.12)
- 2011 COP15 et les espérances brisées au Parlement européen, L'événement conference, March, Firenze (with K. Fløttum) (March)

TEACHING ACTIVITIES

I teach intercultural business communication, global leadership and French language and business culture.

Course responsibilities at NHH

- French language for economics (FRA10)- elective bachelor course
- France today: economy, society, and culture (FRA20)- elective bachelor course
- East Asian culture and communication (FSK10)- elective bachelor course
- Global management/leadership practice (INB431/CEMS402)- mandatory master course for CEMS students

Guest lectures

At NHH:

NHH Executive MBA MØST (2021-), NHH Executive MBA FINTECH (2020-), LINGPHIL Summer Research School Career workshop (2018), NHH Corporate Entrepreneurship (STRA525) (2017), NHH Executive MBA in Sustainable Innovation on Global seafood (2017), NHH Chinese Challenges (2012-2014), NHH Global management practice (2014)

In companies/ organisations:

Regularly invited as a guest speaker in companies and organisations. Topics include: cultural differences in the workplace, global teams, diversity management and competence (Mangfoldsledelse og mangfoldskompetanse), language issues in the workplace

Pedagogical dissemination (*see also under outreach to society and conferences*)

2020	Seminar for NHH: Flipped classroom online (22.09)	NHH
2019	Case study activity, welcome week	NHH
2014	Pedagogical seminar: Best practice	NHH

Course organisation

2019	Language management, for PhDs (30.10-01.11)	NHH
2016	Transferable skills: Research Communication and Career Planning, for PhDs (26-29.11)	NHH

Courses related to teaching

2019	Global Colloquium on Participant-Centered Learning	Harvard Business School
2013	Pedagogical training courses	NHH
2012	Advanced case method workshop	NHH (ECCH)
2006	Specialization in teaching French as a foreign language (FLE)	La Sorbonne, France

OUTREACH TO SOCIETY

- 2022 Presentation: Mangfoldsledelse, University of Agder
- 2022 Panel participant: Gender balance at NHH, NHH
- 2022 Presentations/Workshops for companies about working successfully in global teams
- 2022 Talk: Mangfoldskompetanse, Vestlands Krysskulturell Brobyggertjeneste
- 2022 Cited in [Six secrets of more productive meetings](#), Forbes
- 2021 Interview: The pandemic is changing how we make new contacts, NHH Bulletin
- 2021 Podcast: interviewed in Words & Actions, episode on [multilingualism](#)
- 2021 Podcast [Teaching Cross-Cultural Communication: Understanding Asia in Pandemic Times](#), The Nordic Asia podcast
- 2021 Podcast [NHH Ledertaffel: om kulturforskjeller](#)
- 2021 Video interview: United Airlines: A case study in poor crisis communication. Case study for SAGE Business Skills publishing
- 2021 Podcast participation, [NOKUT-Podden: Den om pedagogiske gevinster fra sjokkdigitalisering](#)
- 2021 Læringsressurs for NHH (with Victoria Schrøder)
- 2021 [Video to promote intercultural communication for Åpen dag](#)
- 2021 Press article «[Slik lager hun et godt studiemiljø via Zoom](#)», Interview by Amanda Schei, published in Khrono 24.01.2021
- 2021 Press article “[Fokus på menneske, ikke teknologi](#)», Interview by Astri Kamsvåg, NHH Paraplyen
- 2020 Workshop on how to promote intercultural skills and knowledge for the NGO Papillon in Bergen
- 2020 Presentation (video) for the Association for business communication YouTube channel: [Storytelling and the Discursive Construction of Leadership: The Case of Faber's Graduation Speech](#) (May)
- 2019 Presentation at the NHH Alumni event in Paris (3.10)
- 2019 Presentation at the female faculty lunch, NHH (23.08)
- 2012- Presentations in companies
- 2017 Press article: At tale det samme sprog garanterer ikke forståelse *KOM Magazine* (Denmark), interviewed by F. Kristensen (01.01)
- 2016 Press article: [Mangelfulle språkkunnskaper skaper konflikter](#), *Personal og Ledelse*, interviewed by O. Alvik (01.12)
- 2016 Press article: [How to avoid insulting co-workers in other countries](#), *Science Nordic*, interviewed by A. Stranden (26.09)
- 2016 Press article: [Så lett er det å fornærme kolleger i andre land](#), *Forskning.no*, interviewed by A. Stranden (26.09)
- 2016 Event: Forskningsdagene. Member of the organizing committee. Representing NHH on a stand at Forskningstorget (23-24.09). Approx. 9000 visitors
- 2016 [Talk Den internasjonale arbeidsplassen](#) : Pecha Kucha, organized by Forsker Forbundet (26.10), Ricks in Bergen
- 2016 Talk in Litteraturhuset in Bergen, Oversatt, men ikke oversett: Islandske perler og kinesiske misforståelser (19.04)
- 2015 Column: [Norsk epost- direkte og nedlatende](#), in *Dagens Næringsliv* (28.11)
- 2015 Radio: [Interviewed by A. Jones Språkteigen](#) (22.11)
- 2015 Radio: Interviewed in NRK Hordaland (24.09)
- 2015 Talk: Forsker Grand Prix (23.09), NRK
- 2015 Press article: Epost skrivning under lupa”, *NHH Paraplyen*, intervjuet av Ø. Torvund (21.09)
- 2013 Talk: It’s all Chinese to me. How to deal with cultural challenges when doing business in China? Invited by NHH students
- 2012 Talk: “Språk, veien til interkulturell kompetanse”, Karrieredagen, UiB
- 2012 Talk: “På jobb med fremmedspråk” (26.09), UiB
- 2011 Event: Ka vil du bli med språkfag?” activities geared towards school pupils, (23-24.03)
- 2011 Talk: “La France dans le monde, l'exemple du climat”: Faglig-pedagogisk dag (04.02), UiB
- 2010 Talk: “Ingen grenser for franskstudenter”, seminar to promote French studies (09.09), UiB

ADMINISTRATIVE EXPERIENCE

- 2022- Deputy head of the Pedagogical Academy, NHH
2020- Publication board, Association for business communication
2020 (spring) Acting member of the committee of research, knowledge dissemination, and doctoral education (FFF) at NHH
2018- Member of CEMS Cross-cultural management and Global management practice group
2018-2021 Member of the department board (FSK)
2018- 2021 Deputy member of the committee of research, knowledge dissemination, and doctoral education (FFF) at NHH
2012-2013 Deputy member of the board, rep. temporary employees at NHH
2011-2013 Deputy member of the department board, rep. temporary employees at FSK
2011-2013 Student representative for the National School of Research in Linguistics and Philology

REVIEW/ASSESSMENT COMMITTEES

- 2022 Leader of the evaluation committee, Mr. Ziyuan Zhang's PhD thesis: Language management in a Japanese Multinational Company: A Data-Driven Approach
2020 Opponent for Mrs. Jia Lih Yang's PhD thesis: "Interactions professionnelles en contexte commercial dans une perspective comparative: les réunions d'entreprise en France à Taiwan", Université Paul Valéry Montpellier 3 (9.12.20)
2020 Assessment of applications for a research assistant position, LINGCLIM, University of Bergen (leader)
2019 Assessment of applications for Ph.D. positions at FSK (leader)

SUPERVISION

- 2019- PhD supervisor (main) for Victoria S.N. Schröder

OTHER

- 2021 One of the 10 finalists of "Voices of diversity in organisations" by the company Big Enough Global (based in Oslo, Norway)
2021-2022 Participant in the programme Bergen Opportunity, organised by Bergen Chamber of Commerce and Industry. Berge Opportunity aims to promote more role models with a multicultural background and strengthen the region's position as international and inclusive.