

**ANNELISE LY, PhD.**  
Curriculum vitae  
(Updated March 2023)

**Contact information**

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**About**

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

**Academic position**

Associate Professor, Department of Professional and Intercultural Communication (FSK), NHH  
Excellent teacher practitioner (*merittert underviser*)

**Academic service**

2021-	Associate Professor in Intercultural Communication	NHH
2017-2021	Associate Professor in French	NHH
2016-2017	Researcher ( <i>Forsker II</i> ) at SNF	Centre for Applied Research
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	VKB
2020-	Board member	Grønt Skift
2015-	Consultant/keynote speaker	Annelise Ly AS
2012-2014	Intercultural 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
2005-2006	Consultant in business strategy and marketing	Norétudes, Lille (France)
2005-2005	Intern in sales forces management	Bouygues Telecom (France)
2004-2004	Project manager in sales and marketing	Insight Vision (China)
2003-2003 (France)	Intern in sales and marketing	Wall Street Institute Paris

## Degrees

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

## RESEARCH PUBLICATIONS

- 2022 Email in International Business Settings: Classroom Activities for Students to Practise and Critically Reflect on their Communicative Practices, in *Interculturality in Higher Education: Putting Critical Approaches into Practice*, edited by Mélodine Sommier, Anssi Roiha and Malgorzata Lahti, Routledge
- 2022 The role of recontextualization and socialization practices in transferring corporate values from a small Norwegian IT company to an Indian subsidiary, *The International Journal of Human Resource Management*, (with T.Sverdrup)
- 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
- 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), Edward Elgar
- 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 MacMillan
- 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
- 2009 *Lumières sur les Lettres Persanes de Montesquieu. Pleins-feux sur le sérail: clairvoyance et aveuglement*, Master thesis, University of Bergen
- 2006 *Les Français et les langues: Un enjeu pour les entreprises*, Master thesis, ESC Lille (SKEMA)

### Work-in-progress

- 1) 'The team is great; I love to work with different people.' International students' perspectives on multicultural teams and strategies for effective collaboration. Sent to *Intercultural Education*. Under review
- 2) Cultural sensemaking. Invited to contribute to an entry of the *Encyclopedia of Cross-Cultural Management*, Edited by Audra Mockaitis & Lena Zander, Edward Elgar. Under review
- 3) Linguistic glass-ceiling? Highly skilled migrants' sensemaking of local language proficiency in professional settings in Norway
- 4) If we don't help each other, who is going to help us?" Highly skilled migrants' perceptions of positive contribution to integration and strategies implemented in Norway
- 5) "You're also an immigrant so you can understand my journey". Positionality in qualitative interviews

### 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  
Member of the publication Board, ABC since 2020, Seminar NHH (2021)

## RESEARCH PROJECTS

### Research participant:

- 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

### Research grants application experience

- 2023 Talking business (pilot project), NHH
- 2022 *Talking Business*  
Application to a Centre for Excellence in Education (70 MNOK), the Norwegian Directorate for Higher Education and Skills  
Role in the center: center leader and work package leader  
Role: co-written the application with Kjetil Bjorvatn  
Outcome: not granted
- 2022 *ALITE (Active Learning In Teams in Higher Education)*  
Application to the Research Council of Norway/Education and Competence track (12 MNOK)  
Role in the project: principal investigator and work package leader  
Role: lead the application process  
Outcome: not granted
- 2017 *Preparing for Societal Crises: Developing Adaptive Capacity in Political-Administrative Crisis Leadership*  
Application to the Research Council of Norway  
Role in the project: co-designed a work package  
Role: co-wrote the work package, reviewed the application and administrative role  
Outcome: not granted

## CONFERENCE PRESENTATIONS/ INVITED TALKS

- 2023 Linguistic glass-ceiling? The role of language in workplace exclusion in Norway, presented at the ABC Conference, Università degli Studi di Napoli Federico II, Naples, Italy (12-14 Jan)
- 2022 Team-based learning et apprentissage expérientiel : Enseigner la compétence interculturelle de manière interactive et critique, keynote webinar for SIETAR France, “Made in France et d’ailleurs” (14<sup>th</sup> Dec.)
- 2022 “If we don’t help each other, who is going to help us?”. Highly skilled migrants’ perceptions of positive contribution to integration and strategies implemented in Norway, presented at the 7th Workshop on Diversity, Equality, and Inclusion: Transformation, Imagination, and Utopias, Copenhagen Business School (12-14. Oct.2022)
- 2022 Linguistic glass-ceiling? Highly skilled migrants’ sensemaking of local language proficiency in professional settings in Norway, presented at the seminar Language use in international organisations, NHH (1-2 sept.2022)
- 2021 Developing Competencies for Communicating and Working Across Cultures in the Classroom: A Team-Based Learning Approach, workshop presented at the 86<sup>th</sup> 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 20<sup>th</sup> 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, 85<sup>th</sup> 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)

## OUTREACH TO SOCIETY

- 2023 Presentation “Diversity and Inclusion for sustainable value creation”, NHH (08.03.23)
- 2023 Presentation «How can communication and cultural differences affect leadership and mentoring across cultures?», NHH Alumni mentor programme (18.01.23)
- 2023 Presentation «Hvorfor trenger vi et interkulturelt perspektiv i undervisningen?» Forum for internasjonalisering hjemme, Høyskole på Vestlandet, (25.01.23)
- 2022 Presentation: Karriereveiledning i en interkulturell kontekst (*career counselling in an intercultural context*), Western Norway University of Applied Sciences & Career center Vestlandet
- 2022 Presentation: [Mangfoldskompetanse](#) (*Diversity competence*) Bergen Chamber of Commerce
- 2022 Presentation: [Mangfoldsledelse](#) (*Diversity management*), Bergen Chamber of Commerce
- 2022 Presentation: Intercultural communication is important for a successful career, Presentation for to NHH students for International Days
- 2022 Presentation: Mangfoldskompetanse (*Diversity competence*), JobbAsker
- 2022 Podcast episode: interviewed for HR-podden: [Hva du absolutt bør vite om kultur og mangfold hvis du jobber i en flerkulturell virksomhet](#) (*HR podcast. What you need to know about culture and diversity if you work in a multicultural organisation*)
- 2022 Podcast episode: interviewed for Banebrytere - [Kulturforskjeller, annerledeshet som et fortrinn, og tørre å ta plass](#) (*Podcast «trailblazer» that features multicultural role models in Norway*)
- 2022 Podcast episode: interviewed for SpeakLab podcast: Communication across cultures
- 2022 Presentation: Mangfoldsledelse (*Diversity management*), University of Agder
- 2022 Panel discussion: [Gender balance at NHH](#), NHH
- 2022 Presentations/Workshops for companies about working successfully in global teams for G2Ocean and Connector Subsea Solutions
- 2022 Talk: Mangfoldskompetanse (*Intercultural competence*), Vestlands Krysskulturell Brobyggertjeneste
- 2022 Cited in [Six secrets of more productive meetings](#), Forbes
- 2021 Presentation: Working across cultures, Western Bulk, Oslo
- 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 [Student resources on intercultural communication](#) 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) (*To speak the same language doesn't guarantee understanding*)
- 2016 Press article: [Mangelfulle språkkunnskaper skaper konflikter](#), *Personal og Ledelse*, interviewed by O. Alvik (01.12) (*Lack of language competencies create conflicts*)
- 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 skriving 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



## 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 Ledelsesprogrammet (2023)  
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 (see under outreach to society)

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

2022	Lunch seminar: team based learning	NHH
2020	Seminar for NHH: Flipped classroom online (22.09)	NHH
2019	Case study activity, welcome week	NHH
2014	Pedagogical seminar: Best practice	NHH

### Course and conference organisation

2022	International Seminar : “language use in international organisations”	NHH
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 (participant)

2023	Case writing workshop	Harvard Business School
2019	Global Colloquium on Participant-Centered Learning	Harvard Business School
2013	Pedagogical training courses	NHH

2012  
2006

Advanced case method workshop  
Specialization in teaching French as  
a foreign language (FLE)

NHH (ECCH)  
La Sorbonne, France

## **ADMINISTRATIVE EXPERIENCE**

- 2022- Deputy head of the Pedagogical Academy, NHH  
2022-2023 Member of a working group for the implementation of a bachelor inn technology at NHH
- 2022 Organisation of an [international seminar on language use in international organisations](#), 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
- 2022 Assessment of teaching portfolios for Associate professor's positions, NHH
- 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 Taïwan", 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. Schrøder

## **OTHER**

- 2022 Nominated as "Årets navn i academia"/ name of the. Year in academia by the newspaper Khrono.
- 2022 Elected as a multicultural role model in Norway by Big Enough Global
- 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.