

ANNELISE LY, PhD.
Curriculum vitae (Updated June 2025)

Personal information

Name: Annelise Ly

Gender: Female

Nationality: French and Norwegian

Date of birth: 3 May 1981

Email and website: Annelise.Ly@nhh.no / www.annelisely.com

CURRENT ACADEMIC POSITION AND ROLES

- Associate Professor, Department of Professional and Intercultural Communication (FSK), NHH (since 2017)
- ENGAGE.EU Academic Director /Area Learning co-coordinator (since 2023)
- Excellent teacher practitioner (*merittert underviser*) (since 2021)

CURRENT AND SELECTED ADMINISTRATIVE RESPONSIBILITIES

2023-	ENGAGE.EU Work package lead on “Programmes” & Co-coordinator Area Learning/ ENGAGE.EU Academic Director at NHH
2023-	Semester responsible/reference group member, Bachelor in Business, Economics and Data science at NHH
2023-	Examiner for Diplômes de Français Professionnel (DFP), Paris Chamber of Commerce (CCI Paris Ile-de-France)
2021-	Review/Assessment of teaching portfolios for different departments at NHH
2020-	Member of the Publication board, Association for business communication
2019-	Main supervisor for PhD candidate Victoria s.N. Schröder
2023-2025	Leader, responsible of organising the Regional conference for the Association for business communication in Bergen in 2025
2024- 2025	Member of the Academic Advisory Board for the master programme in multilingual business communication at Ghent University
2022-2023	Member of a working group for the implementation of a bachelor inn technology at NHH
2022-2024	Deputy head of the Pedagogical Academy, NHH
2024,2025	Member of the Advisory panel for Oumnia Abidi, PhD student Toulouse School of Management
2022	Leader of the evaluation committee, Mr. Ziyuan Zhang’s PhD thesis, NHH
2020	Opponent for Mrs. Jia Lih Yang’s PhD thesis, Université Paul Valéry Montpellier 3

CURRENT TEACHING RESPONSIBILITIES

- Virtual collaboration across cultures (with E.Nordbäck, Hanken and L.Thlang, University of Mannheim (from 2025)/ M-T. Claes, Vienna University of Economics and Business (2023-2024)- ENGAGE.EU Signature course (elective, master). The course received an **Innovation teaching award in 2024** (Vienna University of Economics and Business)
- Global leadership practice, CEMS (master, mandatory for CEMS students)
- Working successfully across cultures, NHH (with K. Rygg, bachelor, elective)
- Personal and professional development/ intercultural communication, NHH (bachelor, mandatory for BEDS students)

Guest lectures :AALTO CEMS Block seminar on inclusive workplaces (2023, 2024), SIGMA closing (2023), NHH Executive (MASTRA, Seafood management, Ledelsesprogrammet etc...) and guest lectures at NHH.

OUTREACH TO SOCIETY AND HONOURS

- **Talks:** I regularly give talks (over 60 since 2021) on the topics of working successfully across cultures, leadership across cultures, diversity management and competence, and innovative pedagogy in companies and organisations.
- **Podcasts:** Since 2021, I have participated in over 10 Norwegian and international podcasts such as: Lederskap, Lederoppskrifter, Words and Actions, the Speak Lab podcast, Banebrytere, The Nordic Asia podcast, NOKUTpodden, HR-podden etc...
- **Interviews/citations** in Khrono, NHH Paraplyen, NHH Bulletin, Personal og Ledelse and Forbes (2022, [Six secrets of more productive meetings](#))

Honours:

- *Innovative Teaching Award*, WU for the ENGAGE.EU course (2024)
- *Årets navn i academia* (name of the year in academia), nomination in Khrono (2022)
- *Multicultural role model in Norway*, award by Big Enough Global (2022);
- "Voices of diversity in organisations" short listed by the company Big Enough Global (2021)
- Excellent teacher practitioner (*merittert underviser*), NHH (2021)

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
2015-	Consultant/ speaker	Annelise Ly AS
2020- 2023	Board member	Grønt Skift
2012-2014	Intercultural manager	TTS
2007-2007	Export trader	Harald Mowinckel AS
2006-2011	Lecturer (lector) in schools in Bergen (Danielsen VGS, Folkeuniversitet i Bergen, Bergen Kommune	
2004-2006	Lecturer in French, Norway, France and China	
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	Intern in sales and marketing	Wall Street Institute Paris (Fr)

Degrees

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

Courses

2023	Case writing workshop	Harvard Business School
2019	Global Colloquium on Participant-Centered Learning	Harvard Business School

RESEARCH PUBLICATIONS

Back, H., Piekkari, R. & Ly, A (fc): "From controlling to caring: The future of language-sensitive research in international business", in C.Gaibrois & N. Wilmot (Eds), *The Routledge Companion of Cross-Cultural Management*, Routledge

Ly, A. (2025), "Hva må jeg tenke på hvis jeg blir leder i utlandet? in M. Kristensen, Ø. Martinsen & A. Dyvik (Eds), *Lederoppskrifter*, (kap.50), Gyldendal Akademisk

Ly, A. & Daouk-Öyry, L. (2025), "Hva kan jeg gjøre for å øke mangfoldet blant de ansatte? in M. Kristensen, Ø. Martinsen & A. Dyvik (Eds), *Lederoppskrifter*, (kap.40), Gyldendal Akademisk

Daouk-Öyry, L & Ly, A. (2025) « Hvordan kan jeg bidra til en økt følelse av inkludering i et flerkulturelt arbeidsmiljø? in M. Kristensen, Ø. Martinsen & A. Dyvik (Eds), *Lederoppskrifter*, (kap.11),Gyldendal Akademisk

Ly, A. (2024), 'The team is great; I love to work with different people.'International students' perceptions of multinational teams and strategies for effective collaboration, *Intercultural Education*

Ly, A. (2024), "Cultural sensemaking", entry in A. Mockaitis & C. Butler *Elgar Encyclopedia of Cross-Cultural Management*, Edward Elgar Publishing

Ly, A. (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 Sommer, Anssi Roiha and Malgorzata Lahti, Routledge

Egeland, T. & Ly, A (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*

Ly, A. (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

Ly, A. (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

Ly, A. (2019) 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

Ly, A. & Spjeldnæs, I. (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

Ly, A. (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

Ly, A (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

Ly, A. (2016) *International internal communication: a transdisciplinary approach*, Ph.D. Thesis,

NHH

Ly, A. & Rygg, K. (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 MacMillan, 215-236 (with K. Rygg)

Ly, A. (2016) Internal email communication in the workplace: is there an "East-West divide"? *Intercultural Pragmatics*, Vol 13, 1, 37-70

Ly, A. (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

Fløttum K. & Ly, A (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

Ly, A. (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

Ly, A. (2013) A critical discussion of Hofstede's concept of Power Distance. In *SYNAPS* 28 51-66

Ly, A (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

Ly, A. (2009) *Lumières sur les Lettres Persanes de Montesquieu. Pleins-feux sur le sérail: clairvoyance et aveuglement*, Master thesis, University of Bergen

Ly, A. (2006) *Les Français et les langues: Un enjeu pour les entreprises*, Master thesis, ESC Lille

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

- ENGAGE Culture! A Modular Online Course on Intercultural Competence, Application for the ENGAGE.EU Incubator Seed Funding Scheme (with the University of Mannheim and Hanken School of Economics). Role: Participant (2025: sent)
- *Labor market integration of skilled migrants: Unleashing the talent for Nordic competitive advantage, Application for NORDFORSK call (with Hanken School of Economics and Mälardalen University, Sweden). Role: participant (2024: outcome, not granted)*
- Exploring and understanding barriers to workplace integration among highly skilled migrants, Application for Småforsk, NHH. Role: PI (2024: granted)
- *DINE: Diversity and Inclusion at Equinor. Application for Equinor Akademia-avtale. Role: Co-investigator (2024: Not granted)*
- *Migranternes stemme*, Application for Småforsk, NHH. Role: PI (2022: granted)
- *Talking Business* Application to a Centre for Excellence in Education, the Norwegian Directorate for Higher Education and Skills. Role co-lead the application (2022: not granted)
- *ALITE (Active Learning In Teams in Higher Education)*, Application to the Research Council of Norway/Education and Competence track. Role: PI (2022: not granted)
- *Preparing for Societal Crises: Developing Adaptive Capacity in Political-Administrative Crisis Leadership* Application to the Research Council of Norway. Role: participant (2027: not granted)

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 :ABC 2025 (lead), ABC, GEML conferences, IALIC (2018)