

Thought Leadership Programme Winter 2022

27th January 2022 Thursday / 4pm-5pm

Transformational powers of AI in educational management

Prof. Dr. Andreas Breiter (University of Bremen)

2nd February 2022 / 2pm-3.30pm

Autonomous vehicles: what can we learn from early attempts to deploy artificially intelligent agents in social settings?

Dr Chris Tennant (London School of Economics and Political Science)

Professor Shireen Kanji (Brunel University London)

24th February 2022 / 4pm-5pm

Digital Platform Monopolies: What will the future hold?

Dr Xia Han (Brunel University London)

2nd March 2022 / 11am-12 noon

Digital Health Provision through Telemedicine

Ecosystem against Pandemic in Sub-Saharan Africa

Dr Edward Asiedu (University of Ghana)

Dr David Botchie (Brunel University London)

Dr Weifeng Chen (Brunel University London)

Dr Shang Gao (Örebro University Sweden)

10th March 2022 / 4pm-5pm

The ambivalent power of AI in the public sector

Dr Juliane Jarke (University of Bremen)

17th March 2022 / 4pm-5pm

Regulating the Digital Giants in Europe

Dr Lefteris Kretsos (Brunel University London)



Transformational Powers of AI in Educational Management



Prof. Dr. Andreas Breiter

University of Bremen

27 January 2022

4pm - 5pm

Transformational Powers of AI in Educational Management

The collaboration between University of Bremen and Brunel University London was facilitated by a small grant from the Young European Research Universities Network.

Like any other technology in the past decades, Artificial Intelligence is regarded a “game changer in education”. The hope is to use AI to tackle some of the big educational challenges like achievement gaps, equality, social justice.

In Higher Education, we can identify different speeds of implementation of AI-based tools, and digitalisation in general. The reasons can be divided in the categories: (1) constitutive for HEI in general as the speed differs between the core processes of HEI (Teaching and learning, research, administration), (2) relative to a specific HEI and its governance, (3) situative to external changes (like a pandemic, or European developments).

The presentation will discuss the different speeds and its effects on educational management. By using examples of AI technologies, it will reflect its opportunities and risks. The focus is on the transformational powers on educational management:

- How do HEI react in their governance?
- Is the implementation of AI technologies changing the structures and processes in HEI, and what are forces of resistance?
- What are coping strategies of leadership, staff, and students?

Professor Andreas Breiter

Professor Andreas Breiter is full professor for Information Management and Educational Technologies in the Department for Mathematics and Informatics at the University of Bremen (Germany) and the [Chief Digital Officer](#). He is the scientific director of the Institute for Information [Management Bremen](#) and co-founder of the [University's Data](#)

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Autonomous Vehicles: What Can We Learn from Early Attempts to Deploy Artificially Intelligent Agents in Social Settings?



Dr Chris Tennant
Professor Shireen Kanji

**London School
of Economics
and Political Science**
Brunel Business School

2 February 2022

2pm - 3.30pm

Autonomous Vehicles: What Can We Learn from Early Attempts to Deploy Artificially Intelligent Agents in Social Settings?

Autonomous vehicles promise to introduce artificially intelligent physical agents into uncontrolled social spaces for the first time. Public attitudes suggest uncertainty about the technology, but existing research focuses too much on engineering public acceptance instead of engaging with public concerns. We suggest that autonomous vehicles are a test case of the relationship between the public and artificial intelligence technologies and argue for the importance of a deeper, more carefully theorized understanding of public responses.

Dr Chris Tennant

Dr Chris Tennant is an honorary fellow at UCL's Science and Technology Studies department and also a visiting fellow at LSE's Department of Psychological and Behavioural Science. He worked for 25 years in the financial services industry in London before studying for a doctorate at the LSE. He was the research officer on UCL's ESRC funded project *Driverless Futures?* and is now a consultant for UCL's participation in behavioural research on connected and autonomous vehicles for the Department for Transport. His research interests are the interplay between moral values and rational explanation, media representation of contested science, trust and accountability.

Professor Shireen Kanji

Professor Shireen Kanji is Professor of Work and Organization at Brunel University London. Her research lies at the intersection of gender, work, and social inequality, spanning investigations into the working hours of men and women, precarious work, and the links between gendered educational pathways and labor market outcomes. She aims to make visible the gender subtext of organizations and the hidden connections between work and care.

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Digital Platform Monopolies: What Will the Future Hold?



Dr Xia Han

Brunel Business School

24 February 2022

4pm - 5pm

Digital Platform Monopolies: What Will the Future Hold?

This presentation will discuss the rise of large-scale digital platforms such as Amazon, Uber, and YouTube, which have steadily transformed people's daily life in the past decade. Nowadays, digital platforms are dominating many industries. On the one hand, these platforms offer very efficient economic resource allocation, on the other hand we are seeing ethical concerns raising from such centralizations. In this presentation will explore the following questions:

- Why are platforms so efficient in market acquisition?
- How are platforms established?
- What are the challenges facing digital platforms?
- Are there any remedies to reestablish trust towards a centralized digital platform?

Dr Xia Han

Dr Xia Han joined the Operations and Information System Management Group of Brunel Business School in May 2021. He holds a PhD degree from Cambridge University, and an MSc degree in Information Systems from the London School of Economics (LSE). Prior to his academic career, he had nearly a decade of corporate experience in the Automotive, Media and IT industries in Europe and Asia. He has published articles and book chapters in peer-reviewed academic journals and industry-oriented outputs such as the International Journal of Operations and Production Management, the Tsinghua Business Review, and the Springer Books Series.

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Digital Health Provision through telemedicine ecosystem against pandemic in Sub-Saharan Africa



Dr Edward Asiedu
Dr David Botchie
Dr Weifeng Chen
Dr Shang Gao

University of Ghana
Brunel Business School
Brunel Business School
Örebro University
Sweden

2 March 2022

11am - 12 noon

Digital Health Provision through Telemedicine Ecosystem against Pandemic in Sub-Saharan Africa

Funded by ITU's Connect2Recover initiative 2022

Global health shocks have become rampant in the past few decades. The economic and social consequences of such events, even though non-trivial for many countries, are more dire for many developing countries. Speakers aim to investigate how telemedicine ecosystems can be leveraged to expand health service delivery particularly to the poor and the vulnerable (children, women and the elderly) in remote communities. Within this project, they examine the state of the telemedicine ecosystem in Sub-Saharan Africa broadly, focusing on Ghana for a more in-depth investigation. Therefore, the project would reveal the issues to the policymaker as well as the solutions to address it. Findings and recommendations will help strengthen the health system to withstand any future covariate health shock. To achieve the insights, the project team will use an in-depth review of secondary data and exploratory approaches to explore the telemedicine ecosystem.

Dr Edward Asiedu

Edward Asiedu is a Development Economist based at the University of Ghana Business School (UGBS). His research is in the area of pro-poor policy design and analyses, health and agricultural financing, migration and development, and experimental evaluation of development interventions.

Dr David Botchie

David Botchie is a Senior Lecturer in Sustainability and Global Value Chains at Brunel Business School. He has worked on the DFID funded Internet Portals Evaluation Project in Ghana, Nigeria, Tanzania and Uganda. He has also worked as a consultant for various international organisations including the World Bank, United Nations Development Programme, and Food and Agricultural Organisation. He is a member of the Brunel Centre for AI.

Dr Weifeng Chen

Weifeng Cheng is a Reader in Innovation Management at Brunel Business School. He specialises in technology adoption, business models innovation, digitalisation, and social transformation. His current research focuses on the impact of disruptive technologies such as Artificial Intelligence and Blockchain Technology on innovation related to new business models and ecosystem co-creation in global value chains. He is one of the founding members of the Brunel Centre for AI.

Dr Shang Gao

Shang Gao is an Associate professor (Docent) in Information Systems at the School of Business, Örebro University, Sweden. He is specialized in mobile information systems, blockchain technology, information security management, enterprise modeling and technology diffusion. He obtained his PhD (2011) in information systems from Norwegian University of Science and Technology (NTNU), Norway, and his MSc (2006) in Engineering and Management of Information Systems from the Royal Institute of Technology (KTH), Sweden.

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The Ambivalent Power of AI in the Public Sector



Dr Juliane Jarke

University of Bremen

10 March 2022 | 4pm - 5pm

The Ambivalent Power of AI in the Public Sector

The collaboration between University of Bremen and Brunel University London was facilitated by a small grant from the Young European Research Universities Network.

With the rise of (big) data and new analytical tools to process such data, public administrations have begun to explore ways of making work processes more efficient, more effective and decisions more reliable and transparent. AI-powered systems are deployed for prediction, pattern recognition, and scoring across a variety of domains such as social benefit fraud, social work, tax fraud, policing, job seeker training or immigration. They are being used for different types of 'government problems' such as resource allocation, experts shortage, prediction or the handling of large or diverse data sets. A number of studies have identified cases in which the reliance on such systems turned out to be highly problematic. In these studies, scholars have demonstrated how such systems discriminate against certain groups and in so doing produce (new) inequalities. Others have demonstrated the ambivalent agency of AI-powered systems as they facilitate new forms of participation, transparency, care and responsibility. In my talk I attend to these ambivalences and consider what this means for new modes of datafied public sector governance.

Dr Juliane Jarke

Juliane Jarke, PhD, is a senior researcher at the Institute for Information Management Bremen (ifib) and Centre for Media, Communication and Information Research (ZeMKI) at the University of Bremen. Her research focuses on public sector innovation, digital (in)equalities and participatory design. Her most recent book is *Co-creating Digital Public Services for an Ageing Society* (Springer, 2020, open access). The edited volume *New Perspectives in Critical Data Studies: The Ambivalences of Data Power* will be published open access early 2022 (co-edited with Andreas Hepp and Leif Kramp, Palgrave).

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Regulating the Digital Giants in Europe



Dr Lefteris Kretsos

Brunel University London

17 March 2022 | 4pm - 5pm

Regulating the Digital Giants in Europe

Over the years, the issue of regulating Big Tech has attracted a lot of attention both in policy circles and in public domain. The growing economic and technological power of Big Tech (usually mentioned with the acronym GAFAM or FAANG from the initials of Facebook, Apple, Amazon, Netflix, Microsoft and Google) creates a lot of questions for competition authorities and a lot of debates regarding the corrosive effect of GAFAM's algorithms to democracy posing issues of surveillance and manipulation.

This event will discuss the evolution of Big Tech as gigantic and global conglomerates of power. It will also focus on the responses by governments and supranational regulatory authorities to deal with this new hegemonic condition. The presentation makes strong reference to European Union's policy reactions in the wake of French Presidency in 2022 and the relevant statements by President Macron that it is time to regulate and supervise the major platforms of the internet, and culture in Europe.

Dr Lefteris Kretsos

Lefteris Kretsos is Lecturer at Brunel Business School. He is a former Digital and Media Policy Deputy Minister in Greece. During his tenure he championed successful policies for making Greece a global film friendly location and he was a key contributor in the Revision of the Audiovisual Media Services Directive (AVMSD) at European level. He has significant stakeholder management experience and a proven record in policy analysis in government, intergovernmental and policy organisations. To date he has participated in 15 international research projects supported by a number of important institutions and funding streams, such as the European Commission and the European Regional Development Fund. He has published articles, co-edited books and book chapters in world leading academic journals and academic presses.

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