



Centre for Artificial Intelligence

Centre Members



Brunel
University
London



Professor Ashley Braganza

Professor Ashley Braganza is Professor of Organisational Transformation Change at Brunel Business School. He is teaching on Undergraduate and Postgraduate taught programmes. His research interests encompass big data, change management, strategy implementation, process and knowledge management, and transformation enabled information systems. He has published over 100 papers in prestigious academic and practitioner journals and three books. He is the Founder and Chair of the British Academy of Management Special Interest Group in Transformation, Change and Development. He has carried out over 50 consultancy assignments with large global organisations. He has held several senior leadership positions in academic institutions as well as serving on the governing bodies of schools and small and medium-sized enterprises. His past collaborations with practitioners from BT, Microsoft, McDonald's, Astra Zeneca, Friends Provident, Volkswagen Financial Services and the Department for Children, Schools and Families and academics have co-created knowledge and practical ways of successfully implementing complex change programmes. His research incorporates perspectives of big data, the business effects of artificial intelligence, strategy, structure, culture and behaviour, information systems, knowledge management and process reengineering. He has led several major industry-funded research projects in the area of change and process management. He completed a study of CEOs and CIOs to gain fresh insights into the role of CEOs in largescale transformation programmes. He has published three books and over a hundred research articles, conference papers and working papers covering a range of topics on big data, business processes, change management, process orientation, knowledge management, governance, and organisation structure.



Dr Ana Canhoto

Dr Ana Canhoto is Reader in Marketing at Brunel Business School. Her research focuses on the use of digital technology in interactions between firms and their customers. She is interested in the role of digital technology in targeting and personalisation. She is working on projects such as the adoption and sustained use of fitness wearables, integration of chatbots in customer service, and the potential for algorithmic decision making in personalisation. She is also interested in the role of digital technology in customer insight, and her projects include the pitfalls of using social media data, organisational issues around big data, and the use of beacons in retail environments. Ana founded and chaired the Academy of Marketing's Special Interest Group in Customer Relationship Management, and was part of the academic team that created the Google Online Marketing Challenge. Before joining academia, Ana worked as a management consultant in the telecommunications industry, and as a portfolio manager at a leading media and entertainment company. Ana has taught across various programmes, including MBA and executive education, and led on the pedagogical use of new technologies.



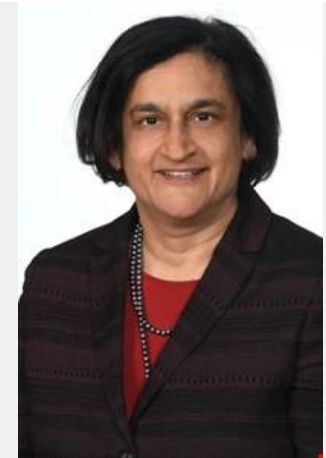
Dr Weifeng Chen

Dr Weifeng Chen is currently Senior Lecturer at Brunel Business School, Brunel University London. He specialises in international innovation management and statistical modelling. His current research focuses on the impact of Artificial Intelligence on business operations and management. I am also interested in contemporary issues in strategic product/service / organisational innovation management. He has been involved in a number of large research projects. He is currently involved in projects studying the impact of Artificial Intelligence on Productivity and Business Models in Healthcare Services. Dr Chen's academic work has appeared in Journal of Business Research, International Review of Administrative Sciences, Information Technology for Development, Regional Studies, the Journal of Organizational Change Management, the International Journal of Production Economics, European Journal of Marketing, the Journal of Information System Management, Advances in Information Systems Management and the International Journal of Knowledge Management Studies, among others. Dr Chen is also consulting on doing business with Chinese companies and organisations.



Dr David Bell

Dr David Bell a Reader in the Department of Computer Science where I teach and carry out research into Software Services, Cybersecurity and Modelling & Simulation. Before returning to university, I worked for several small and large software development companies and then in Investment Banking becoming technology director leading Emerging Markets and Trade Capture initiatives globally. Dr Bell's research focuses on Modelling and Simulation, Digital Service Design, Semantic Technologies, Cybersecurity, Software Services. He supervises students who are interested in the use of machine learning with modelling and simulation, secure software service architectures (e.g. blockchain data trading) and the simulation of health systems.



Professor Shireen Kanji

Professor Shireen Kanji is a Professor in Human Resource Management in Brunel Business School. Her research focus is on inequality in the workplace and in the home. She is particularly interested in gender inequality, working hours of men and women, the work-family interface, career choices, and wellbeing. My research is situated where gender, work and social inequality intersect. I have studied the occupational aspirations of younger workers in relation to the gender mix of occupations and the long-lasting impact of precarious work on the wellbeing of younger workers in Germany. Research on occupations and inequality is based on women scientists in the pharmaceutical industry in Switzerland and women's changing occupational status in China. Current research. The differential positioning of men and women in self-employment. The exploration of the working hours and paid work participation of older men and women in Europe. The mental load of organising work and care. My work has been widely reported in national and international media in The Times, Daily Telegraph, Daily Mail, Wirtschaftswoche, Time Magazine, The Daily Express, ITV News and BBC News. I have appeared on BBC Radio 4's Woman's Hour and on the BBC World Service. I have undertaken consultancy work for international organisations. For example I was involved in an OECD project on how the school to work transition in Switzerland is gendered, an Asian Development Bank research project on women's changing occupational status in China and several DFID projects on poverty in Russia.



Dr Ace Simpson

Dr Ace Simpson is a reader in HRM /Organisational Behaviour and a leading scholar in the area of compassion in organisations, which has relevance to Human Resource Management and Organisational Behaviour. My professional mission is to help create more compassionate workplaces where people feel understood, respected and supported by their coworkers - leading to greater employee satisfaction, fulfilment and wellbeing. I try to achieve this objective through my teaching, research and work with industry partners. Prior to joining Brunel, I was Senior Lecturer in Organizational Behaviour at the University of Technology Sydney (UTS) in Australia, where I coordinated large modules with uptown 2000 students in a term. I also designed new modules, including a popular post-graduate module on Positive Psychology and Positive Organizational Behaviour. At UTS I was also recognised as being among the top undergraduate and postgraduate lecturers, based upon student feedback ratings. I am also co-author of the textbook titled Positive Organizational Behavior (Routledge, 2020). My main area of research is on organisational compassion. I have also published on topics such as humble leadership, love in organisations, management education and organisational paradoxes. I am also Research Advisor to the Centre for Positive Organisations at Ross School of Business, University of Michigan. My research has been published in top academic journals such as the Academy of Management Review, Journal of Management, Journal of Business Ethics, Journal of Management Inquiry and Management Learning. My industry engagement has included working with an Australian health district with six hospitals and 14,000 staff to address bullying issues by enhancing their organisational compassion capabilities. To this end I have worked with colleagues to develop a measure of organisational compassion, the NEAR Organisational Compassion Scale.



Dr David Botchie

Dr David Botchie is a Lecturer in Sustainability and Global Value Chains from Bournemouth University where he served as a Research Fellow. Before joining Bournemouth University, David was a User Experience Researcher on the DFID funded Internet Portals Evaluation Project in Ghana, Nigeria, Tanzania and Uganda. He holds a PhD in International Development. Prior to pursuing his PhD studies, David worked as a researcher at Institute of Statistical Social and Economic Research (ISSER), University of Ghana, and also taught Enterprise Development at Ho Technical University, Ghana. He has also worked as a consultant for various international organisations including the World Bank, United Nations Development Programme, and Food and Agricultural Organisation. His recent research has appeared in journals such as: Technological Forecasting and Social Change, R and D Management, Science and Public Policy, Journal of Small Business and Enterprise Development, The International Journal of Entrepreneurship and Innovation, and Project Management journal.



Dr Andreas Georgiadis

Dr Andreas Georgiadis is a Reader in Economics at Brunel Business School and a research associate at the Department of International Development of the University of Oxford. I have a Master's degree in Economics from the London School of Economics and studied for a PhD in Economics at the University of Bristol and the University of Cambridge. I have previously held posts at the University of Oxford, the London School of Economics, the University of Cambridge, and the University of Bristol. I have also being a visiting scholar among others in the University of Pennsylvania and the University of Minnesota. I have published in journals such as British Journal of Industrial Relations, Oxford Bulletin of Economics and Statistics, Social Science and Medicine, Journal of Economic Behaviour and Organisation, and Lancet Public Health. My research has been presented and informed decisions of governments and policy-making bodies around the world, such as the UK Low Pay Commission, the UK Department of International Development, the Greek Ministry of Labour, and the Greek Ministry of Finance. I have researched, consulted, and co-ordinated projects for International Organisations, such the World Bank, the OECD, the USAID, and the Inter-American Development Bank. My research has been featured in the mainstream media, such as the Economist, the BBC, and the Guardian and has been funded by leading funding bodies, such as the ESRC, the US National Institutes of Health, and the Bill and Melinda Gates Foundation. I have served as a referee of research grant applications and a member of panels evaluating and awarding research grants across European countries and I am an active reviewer for a wide range of journals in Economics, Human Resource Management and Employment Relations, Development Studies, and Social Epidemiology and Public Health.



Dr Weimu You

Dr Weimu You is Lecturer in Sustainability and Global Value Chains at Brunel Business School, Brunel University London, UK. Weimu holds a PhD in Economics and Business Administration with a specialisation in International Business and Supply Chain Management from Aalto University School of Business, Finland, where he also received a Master's degree in Information and Service Management. Prior to joining Brunel, Weimu worked as a Postdoctoral Researcher and Teaching Assistant at Aalto University in Finland. His work has been published in internationally peer-review academic journals such as Critical Perspectives on International Business, International Journal of Management Reviews and Journal of Cleaner Production.



Dr Liyuan Wei

Dr Liyuan Wei holds a Ph.D. from in Marketing from the University of Toronto, Canada. She received her Master of Arts and Bachelor of Arts from Renmin University of China in Beijing. Prior to joining Brunel Business School, she was an Assistant Professor of Marketing at the City University of Hong Kong. Her research has been published in Information Systems Research, Psychological Science, Marketing Letters, Journal of Business Ethics and Applied Economics. She has a broad range of research interests but mainly focuses on (1) marketing strategies based on consumer psychology and sociology, and (2) individual and societal well-being. Dr. Wei has been an editorial board member of the Journal of Marketing Science in China and has served as ad hoc reviewers for many journals.



Dr David Botchie

Dr David Botchie is a Lecturer in Sustainability and Global Value Chains from Bournemouth University where he served as a Research Fellow. Before joining Bournemouth University, David was a User Experience Researcher on the DFID funded Internet Portals Evaluation Project in Ghana, Nigeria, Tanzania and Uganda. He holds a PhD in International Development. Prior to pursuing his PhD studies, David worked as a researcher at Institute of Statistical Social and Economic Research (ISSER), University of Ghana, and also taught Enterprise Development at Ho Technical University, Ghana. He has also worked as a consultant for various international organisations including the World Bank, United Nations Development Programme, and Food and Agricultural Organisation. His recent research has appeared in journals such as: Technological Forecasting and Social Change, R and D Management, Science and Public Policy, Journal of Small Business and Enterprise Development, The International Journal of Entrepreneurship and Innovation, and Project Management journal.



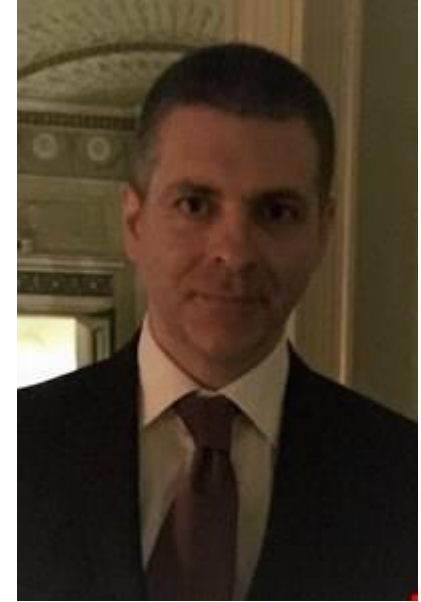
Dr Alaa Marshan

Dr Alaa Marshan is a lecturer at the Computer Science Department, where he teaches a variety of topics related to data science, machine learning and business intelligence and integration. He has won awards for his teaching excellence at both undergraduate and postgraduate levels. At the research front, his research primarily focus on intelligent data analysis, information management and improving operational business information systems.



Dr Eleni Iacovidou

Dr Eleni Iacovidou is a Lecturer in Environmental Management at Brunel University London. Her work is centred around resource and waste management systems assessment and valuation, working closely with industry and policy-makers. Eleni joined Brunel in 2018, having previously worked at the University of Leeds as the lead researcher on the NERC/ESRC CVORR project developing a novel, conceptual approach called complex-value optimisation of resource recovery from waste systems (CVORR), and EPSRC/ESRC iBUILD project focusing on promoting improved design, 'recovery' interventions and digitalisation in the construction sector. Before that role, she led the strategic partnership between Imperial College London and Veolia Environmental Services (VES), fostering collaborations between industry, academia, local authorities and policy-makers. She is a chemist on the background, with expertise on environmental engineering and environmental management research, following studies at the Department of Chemistry, University of Crete and the Centre for Environmental Policy, Imperial College London. Her teaching and research interests span the environmental science, engineering and political fields, in addition to interdisciplinary approaches to governance, circular economy, and sustainable development.



Dr Francesco De Pascalis

Dr Francesco De Pascalis is a lecturer in financial law at Brunel University London. Prior to joining Brunel, he worked as a research fellow at the chair for banking and finance law held by Professor Kern Alexander at the University of Zurich, where he contributed to research and teaching activities in the field of Corporate Law, Banking Law and International Finance Law. He obtained his PhD in 2015 at the Institute of Advanced Legal Studies (IALS), University of London, where he is also involved as a visiting lecturer.



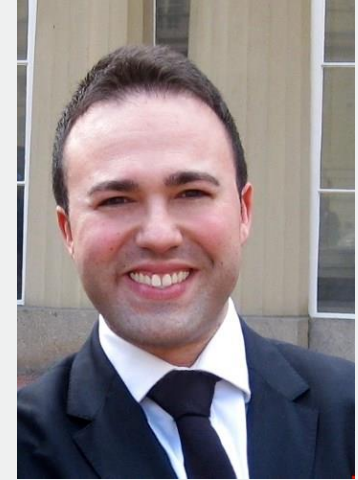
Dr Hayleigh Boshier

Dr Hayleigh Boshier is a Lecturer in Intellectual Property Law at Brunel University London, as well as, Visiting Research Fellow at the Centre for Intellectual Property, Policy and Management, Book Review Editor for the specialist IP blog IPKat, Deputy Editor of the European Trade Mark Reports, founder of the World IP Women (WIPW) network and an Intellectual Property & Entertainment Law consultant. Hayleigh joined Brunel in 2018, having previously held positions at Coventry University, The University of the Arts London and the Academy of Digital Entertainment Breda University (Netherlands).



Dr Paula Westenberger

Dr Paula Westenberger is a Lecturer in Intellectual Property Law at Brunel University London, where she teaches and convenes undergraduate and postgraduate intellectual property law modules at Brunel Law School, and is a member of the Centre for Artificial Intelligence at Brunel University. Paula joined Brunel in 2018, having previously held positions at Queen Mary University of London and Buckinghamshire New University. She holds a PhD (with Scholarship awarded by the Centre for Commercial Law Studies) and an LLM in Intellectual Property Law from Queen Mary University of London (QMUL), and an LLB from the Pontifícia Universidade Católica of Rio de Janeiro (PUC-Rio), where she was also part of the Human Rights Centre research group "Simulações e Realidade". Her research interests cover the intersection between copyright law, human rights and culture, with particular focus on topics including limitations and exceptions to copyright, the use of digital technology by cultural heritage institutions, and the relationship between artistic freedom and copyright law. She is currently researching the interface between cultural heritage, artificial intelligence and copyright law. Paula is Deputy Editor for the European Copyright and Design Reports (ECDR), a member of the British Literary and Artistic Copyright Association (BLACA) and a peer reviewer for intellectual property law academic journals. Paula is a qualified lawyer in Brazil, where she has practiced in the field of intellectual property law.



Dr Luigi Margiotta-Casaluci

Luigi is a Lecturer in Pharmacology and Toxicology and Group Leader at Brunel University London. He is specialised in the quantitative bi-directional extrapolation of complex biological processes between zebrafish, pre-clinical mammalian species, and humans. He earned his PhD in Environmental Toxicology from Brunel University London in 2011 (sponsored by GlaxoSmithKline), working on the extrapolation of pharmacological and toxicological data between zebrafish, mammalian pre-clinical models, and humans. Luigi continued to develop his research interests in comparative pharmacology during a 4-year BBSRC/AstraZeneca-funded Post-Doc at AstraZeneca and Brunel University London, where he started his independent research group in 2015. His current research is focused on understanding the dynamic multi-scale effects of pharmaceuticals, alone and in combination, and developing predictive models able to inform drug safety assessment. Since starting his independent group in 2015, Luigi secured external research funding as Principal Investigator from several public research councils (e.g. BBSRC, NC3Rs, European Commission) as well as industrial partners (e.g. AstraZeneca).



Dr David Aldridge

Dr David Aldridge is Reader and Director of Research in the Department of Education at Brunel University London and a member of the Brunel Centre for Artificial Intelligence. He is a philosopher researching the intersection of technology, education and the humanities, in particular artificial intelligence, games and moral education. David is co-editor of the Routledge Literature and Education book series, co-editor of the British Educational Research Journal, and Assistant Editor of the Journal of Philosophy of Education.



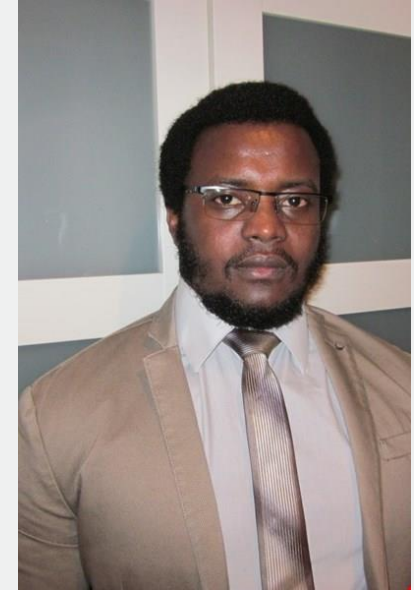
Dr Stelios Andreadakis

Dr Stelios Andreadakis is a Senior Lecturer in Corporate and Financial Law and Director of Postgraduate Programmes. Prior to joining Brunel, he was a Lecturer and LLM Director at the University of Leicester and a Senior Lecturer at Oxford Brookes University. He holds a PhD and an LLM in International Commercial Law from the University of Leicester and an undergraduate Law degree from the Law School of the University of Athens, Greece. Dr Andreadakis' research interests are in the areas of Corporate Law and EU Law. He is particularly interested in corporate governance, exploring aspects of regulation of companies, corporate theories, the operation of financial markets and the role of scandals in the introduction of new legislation. His current work focuses on the role of whistle-blowers in modern corporate governance and he is conducting empirical research in the US, Japan and Europe. He is also interested in the role of Artificial Intelligence in the operation of modern corporations and the changes that technology can bring in the way that companies are organised and develop their strategy.



Dr Monomita Nandy

Dr Monomita Nandy is a Reader in Accounting and Finance at Brunel Business School. She completed her PhD from University of Calcutta, India and University of Rome Torvergata, Italy. She worked as visiting research fellow at Lally Business School, New York and Radboud University, Holland. Before joining the Brunel University she taught at different universities in India and Surrey University, UK, where she got awarded for her innovative and technology led teaching. She is interested in interdisciplinary research and technological advancement in emerging issues in corporate finance and banking. Her research works are published in international peer reviewed journals like IJFE, TIJA etc., she is involved in editorial and review activities of international journals and regularly she presented her work at leading conferences. She is the co-chair of south-east group of British Accounting and Finance association and acts as an expert at PMI of the European Accounting Association. Her research attracted external funding and her collaboration with business allowed the firms to take progressive strategic decision.



Dr Asress Adimi Gikay

Dr. Asress Adimi Gikay is a Lecturer in AI, Disruptive Innovation, and Law at Brunel University London since September 2019, with his research focusing on Artificial Intelligence, Law, and Ethics. In 2020, he has completed his PhD (with Honor) in Individual Person and Legal Protections at Sant'Anna School of Advanced Studies (Pisa, Italy) with thesis on the Regulation of Automated Consumer Credit Scoring in the EU and the US. He also earned his Doctorate Degree in Juridical Sciences (Summa Cum Laude) at Central European University (CEU) in 2016 specializing in comparative secured transactions law. He holds LLM in International Business Law (CEU) and LLM in Comparative Law, Economic, and Finance (IUC-Torino). He obtained his LLB degree with distinction from Addis Ababa University Faculty of Law in 2008.



Dr Kathy McGrath

Dr Kathy McGrath is a Senior Lecturer in the Department of Computer Science at Brunel University London. She holds a BSc. in Mathematics from the University of Kent at Canterbury and a M.Sc. and Ph.D. from the London School of Economics and Political Science (LSE). Prior to her move into academia, she spent several years as an IT practitioner and consultant, specialising in banking and insurance applications for UK financial institutions. Kathy currently leads both the Doctoral Taught Programme in the Department of Computer Science and the Ethics and Governance module which is delivered on all of the Department's MSc. programmes. Kathy's research focuses on the relationship between information and communication technologies (ICTs) and socio-organizational change. Her work has addressed this relationship in large-scale change initiatives in healthcare and government as well as in individual and group usage of social media. Her current focus is on the social and ethical issues related to explainable artificial intelligence. Kathy has published her work in journals such as MIS Quarterly, Information Systems Journal, European Journal of Information Systems, Information and Organization, and Information Technology and People. She is also a regular presenter at leading IS conferences. Kathy has received research grants from the Engineering and Physical Sciences Research Council (EPSRC) and a private sector sponsor for work on identity verification services in developing countries. She is a former Associate Editor for the European Journal of Information Systems (2008-2018).



Dr Theodora Koulouri

Dr Theodora (Lela) Koulouri is currently a lecturer and co-head of the Human-Computer Interaction research group at the Department of Computer Science of Brunel University, where she had also previously completed her PhD degree and held an associate lecturer position. Before returning to Brunel University, she worked in the Department of Informatics at King's College London. Dr Koulouri's research interests are situated in the fields of AI and Human-Computer Interaction and their intersection, human-centred AI. Her research focuses on the design, development and evaluation of usable and transparent intelligent systems, including collaborative systems and conversational agents. Her external collaborations include consultancy activities at Algomo, a company specialising in AI-driven customer service solutions; a User Experience project to improve digital services for MPs; an impact evaluation project for a social enterprise; and working with Transport for London to develop an AI-based traffic control system following a user-centred approach.



Professor Subhash Pokhrel

Professor Subhash Pokhrel is a health economist interested in evaluating healthcare interventions, policies and strategies for their cost-effectiveness or return-on-investment (ROI). He led the development of National Institute for Health and Care Excellence (NICE) Tobacco Control ROI tool, the European ROI tool (EQUIPTMOD) and is currently developing the NIHR ASTRAMOD to estimate the economic burden of smokeless tobacco use in South Asia. He has published widely in peer-reviewed journals on the cost-effectiveness of healthcare measures and is the lead author of the book, "ROI in Public Health Policy: Supporting Decision Making" (Palgrave-Macmillan).



Dr Cristina Sisu

Dr Cristina Sisu is a lecturer in Genomic Data Analytics at Brunel University London. Prior to that, she studied chemical engineering first at University "Politehnica" Bucharest and then at University "Politehnica" Timisoara in Romania, followed by an MSc in molecular sciences at Wageningen University, The Netherlands, and a PhD in bioinformatics at University of Cambridge. After exploring the European educational and research environment, she moved to the USA as a post-doc at Yale University in the lab of Mark Gerstein. Currently, her research focuses on the study of pseudogenes from both an evolutionary perspective but also as key players in various diseases. She is using computational models and machine learning to process, integrate and analyse large scale biological data to infer new knowledge, in particular in the area of cancer detection and development. From a teaching perspective, she is involved in creating new curricula and materials for teaching bioinformatics and data analytics at both undergraduate and postgraduate levels. She is an active member of the Early Career Lecturers in Biosciences, and advisory group to the Heads of University Biosciences, Royal Society of Biology, and is involved in the organisation of events for new academics, as well as highlighting the key issues facing early career lecturers.



Dr Ronan McCarthy

Dr Ronan McCarthy is a lecturer in Biomedical Sciences in the College of Health, Medicine and Life Sciences. Ronan gained his Bachelor of Science in Genetics with first class honours from University College Cork, Ireland in 2010 and was awarded the title of College Scholar. In autumn 2010, Ronan was awarded an Irish Research Council PhD Scholarship to study novel biofilm inhibition strategies against the opportunistic pathogen *Pseudomonas aeruginosa* in the lab of Professor Fergal O’Gara. In 2014, Ronan joined the research group of Professor Alain Filloux at the MRC Centre for Bacteriology and Infection at Imperial College London. As a Postdoctoral Research Associate, Ronan interrogated the second messenger signalling cascades that govern the biofilm mode of growth in *Pseudomonas aeruginosa* and *Agrobacterium tumefaciens*. Following on from his time at Imperial College Ronan joined the Microbiology Department at the Animal and Plant Health Agency where he used host transcriptomics and pathway analysis to profile the host response to infection. He joined the Biosciences Division in Brunel University London to establish his own research group. His teaching and research interests include exploring the regulatory networks that govern pathogenicity, antimicrobial resistance and biofilm formation in the Gram negative opportunistic pathogens. He is also part of the Centre for Inflammation Research and Translational Medicine (CIRTM).



Dr Emma Norris

Dr Emma Norris is a Lecturer in Public Health, within Brunel's Department of Clinical Sciences. Emma is a Chartered Psychologist and a researcher in behaviour change and health psychology. She arrives at Brunel from the Centre for Behaviour Change at University College London. Her work includes the development of ontologies to represent behaviour change interventions for evidence synthesis using machine learning and Artificial Intelligence. Emma also works to develop and assess health interventions, including physical activity, smoking cessation and digital interventions. Emma is also an advocate for Open Science, interested in designing behaviour change interventions to facilitate Open Science behaviours in researchers.