

DAVID DE CREMER



About: Provost chair and professor in management and organizations at the National University of Singapore Business School and founder and director of its Centre on AI Technology for Humankind. A world top 2% scientist in 2020.

Ideas: Brings a human-centred approach to the study and organizational application of AI, focusing on how leaders can be effective and transforming in the new technology era, how building trust is a business asset, and why compliance requires less rule-based and more behavioural integrity approaches.

Content: *Leadership by Algorithm: Who Leads and Who Follows in the AI Era*; Website: daviddecremer.com; [“What does building a fair AI really entail?”](#) (Harvard Business Review); [“Toward a better understanding of behavioural ethics in the work place”](#) (Annual Review of Organizational Psychology and Organizational Behavior)

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Verdict:

“Exciting work at the crucial intersection of science and management.”