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)

T50 Verdict: “Exciting work at the crucial intersection of science and management.”