

Dr Viktor Dörfler

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Links:             

Highlights

- Book: [What Every CEO Should Know About AI](#)
- AI software development 1999-2004
- AI implementations since 1998
- 20+ talks worldwide on AI and the Human Mind
- AI talks: a [TEDx](#) and [BSI talk](#)
- Teaching AI since 1999 (UG, MSc, MBA)
- Member of the BSI AI committee
- [HICSS best paper award](#) for a [paper on AI Ethics](#)
- Research interviews with 17 Nobel Laureates
- 3-year tenure in a Google think-tank
- Multidisciplinary background (AI/Philosophy/Engineering/Economics/Business/)
- Designed and delivered 2 MOOCs
- Interviewed by the [Freakonomics Radio](#) on creativity and master-apprentice relationship
- Associate at [Institute of Business Creativity](#)

Research

I have produced a number of conceptual knowledge models, developed new research methods and obtained findings from interviews with 20 top scientists (17 Nobel Laureates) and 18 top chefs ([Grandmaster Project](#)). 150+ publications including 30+ journal papers; most in leading academic outlets, such as Human Relations, Expert Systems with Applications, 5 × Management Learning, 2 × the Journal of Creative Behavior, 2 × Creativity & Innovation Management, International Journal of Management Reviews, European Journal of Operational Research. Recent edited book: [Handbook of Research Methods on Creativity](#).

Citations: Web of Knowledge [1,000+](#), Scopus [1,000+](#), ResearchGate [2,000+](#), Google Scholar [3,000+](#).

Recently I have obtained an Innovate UK grant with the London-based [Intanify](#), in total value of £550,000; which we use to develop an AI platform for intangible asset audits. Also received a £17,500 InterAct grant from ESRC aimed at deriving actionable insights from my book. Finally, I have received a Senior Fellowship of ~£20,000 from the [Corvinus Institute of Advanced Studies \(CIAS\)](#) at the [Corvinus University of Budapest](#), Hungary, for a 6 months research visit to explore Strategizing Creativity in the Age of AI. My application for the Turing AI World-Leading Researcher Fellowship of £3,776,269 is currently under review.

I have been invited to give 20+ keynote and plenary talks at prestigious conferences as well as delivered 30+ seminar talks, panel discussions and guest lectures, including a [TEDx talk](#) and [my BSI talk](#) on AI.

1 journal and 4 conference best paper awards, 15 reviewer awards, and a reviewer service award.

Currently my aim is to build a research team and institute for a multi-faceted investigation of human expertise and AI, bridging disciplines and industries as well as connecting academic research with practice.

Teaching

My teaching excellence is evidenced through 10 teaching excellence awards and from the achievements of my students: 11 best dissertation awards, 11 competition awards and 3 prestigious competitive internships.

I teach Artificial Intelligence (UG, MSc), Knowledge & Innovation Management (UG), Making Strategy (MBA), Research Philosophy (doctoral), Qualitative Methods (doctoral), and Information Systems (MSc, MBA).

To date I have supervised 12 doctoral students (11 PhD + 1 DBA; 7 as lead supervisor) to completion, and have 6 current doctoral students. Acted as external or internal examiner for 10+ doctoral vivas.

I designed and delivered the first two Strathclyde Business School MOOCs entitled '[Understanding Modern Business & Organisations](#)' (2014) and '[Understanding Information & Technology Today](#)' (2017).

Leadership

I spearheaded the development of AI software; a knowledge-based expert system shell used for supporting decision makers by qualitatively modelling expert knowledge.

As the Director of the Management Development Programme, I was responsible for 50 faculty and staff, teaching 1,600+ students. I have conducted a complete redesign of the content, introduced a flipped classroom concept making extensive use of technology, developed a new staffing solution, and managed a wide range of business partners, including Accenture, Barclays, Clydesdale Bank, Deloitte, Ernst & Young, Procter & Gamble and Unilever. The class was not only favourably received by the students and praised by the external examiner, but also received commendations from EQUIS and AACSB.

Coaching, mentoring and knowledge engineering

As a coach, I worked with business decision makers, groups of domain experts, and doctoral students. They often emphasised that I helped them become the best they could be.

Mentored three junior colleagues and two international visiting scholars in the last few years.

As a knowledge engineer, I supported decision makers in telecom, pharmaceutical, oil, retail, finance and manufacturing, as well as domain experts, such as physicians, geologists, and R&D engineers.

Knowledge exchange and community engagement

Recognised as an expert in creativity, I had a 3-year tenure in the 'Google Innovation Lab for Food Experiences', a global collaborative network of leading thinkers and doers in the food space to apply their knowledge and passion towards imagining and shaping the future of food.

Adopting an action research approach with Prof Colin Eden and our PhD student Igor Pyrko we worked with multiple CoPs within NHS (National Health Service), with the NHS Education for Scotland as a client.

Academic professional service and membership

Member of BSI-ART/1: National Standards Development Committee, Artificial intelligence since 2019.

Advisory Board Member at [Institute of Business Creativity](#) at the Ecole hôtelière de Lausanne.

Chair (3-year rolling role, 2nd cycle) of EURAM Research Methods – Research Practice SIG; member of BAM Research Methodology SIG Steering Committee, of AoM MOC division Outreach and Integration Committee.

Fellow of the HEA, member of AAAI, APA, AoM, BAM, EURAM, and the OR Society.

Regularly provide reviews for research funders, e.g. ESRC, EPSRC, AHRC, MRC, Leverhume, as well as top journals, e.g. *AMR*, *AMLE*, *CMR*, *HR*, *IJMR*, *BJM*, *EMR*; serving on the editorial boards of [AMLE](#) and [MLQ](#).

Employment history

Management Science Department, University of Strathclyde Business School, Glasgow, UK

- 2003–Present **Professor of AI Strategy** (Assistant Prof 2003-2012, Associate Prof 2012-2023)
- 2010–2013 **Management Development Programme Director** (0.5 FTE)

Management Department, Faculty of Economics & Business, University of Zagreb, Zagreb, Croatia

- 2009–Present **Visiting Professor**

Doctoral School of Regional and Business Administration Sciences, Széchenyi University, Győr, Hungary

- 2021–2023 **Visiting Professor**

Doctus, Budapest, Hungary

- 2004–2022 **Advisor**: Conducting research underlying the software development.
- 1999–2004 **Development Consultant**: Spearheaded the development of Doctus software.
- 1998–2003 **Knowledge Engineer**: Supporting decision makers with Doctus.

Department of Management, Budapest University of Technology and Economics, Budapest, Hungary

- 1999–2003 **Lecturer**

Education degrees

PhD (2006) University of Strathclyde, Glasgow, UK

MBA (1999) Technical University of Budapest, Budapest, Hungary

MSc in Engineering Education (1998) Technical University of Budapest, Budapest, Hungary

MSc in International Economics (1997) Budapest University of Economic Sciences, Budapest, Hungary

MSc in Mathematical Engineering (1995) Technical University of Budapest, Budapest, Hungary

Skills and continuous professional development

Languages: English (fluent), Hungarian (native), Croatian/Serbian (bilingual proficiency)

PgC in Advanced Academic Studies (2006) University of Strathclyde, Glasgow, UK

Harvard Case Method (2013), Harvard Business School seminar (2-day course, certificate obtained)

SAP BI training workshop (2011), University of Cambridge (1-week course, certificate obtained)

NVivo (2010) qualitative analysis software training; beginner + advanced level (certificate obtained)