

# Jovana Knutsen, PhD Candidate

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## LINKS

[Personal website](#), [PhilPeople](#), [ORCID](#), [Linkedin](#)

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## PROFILE

Known for a growth mindset, integrity, kindness and for being independently studious. Interests and research areas: cognitive science, artificial intelligence, human-machine interaction, computational linguistics, philosophy of mind. A particular interest in the cognitive and physiological aspects of the threshold moments where structure arises: the critical points between chaos and order, randomness and recognition, noise and meaning.

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## EDUCATION

Aug 2024 — Present	M.A. Linguistics, University of Oslo	Oslo, Norway
	Courses taken:	
	2025 AUTUMN LING4120 Linguistics Specialization on Meaning	
	2024 AUTUMN IN4080 Natural Language Processing	
	2024 AUTUMN LING4140 Linguistic Method	
	2024 AUTUMN MULTI4110 Introduction to Statistical Analysis for Language Students in R	
	2025 SPRING + 2025 AUTUMN LING4190 Master's Thesis in Linguistics (Master's Thesis (60 credits))	
Jan 2025 — Jun 2025	Exchange Semester, Aarhus University	Århus
	Courses taken:	
	115232E013 Immersion Seminar: Science and Society (Philosophy of Science). Wrote an original paper on Pseudoscience titled "The Geography of Doubt - Demarcation, Anthropocentric Vulnerability and the Epistemic Currency of Science". Awarded a 12 (A in Danish system), recommended for publication.	
	138202E012 Research Workshop: Language, Perception and Cognition (Cognitive Linguistics). Conducted original research into how tiny closed-class morphemes can "window" attention onto specific phases of an event frame, and instrumentalises Talmy's windowing hypothesis by identifying endpoint visibility as a boundary condition. This resulted in a paper titled "The suffix sets the scene. How -ing and -ed guide event attention (and when they fail)" and was awarded a 12 (A in Danish system).	
Jun 2021 — Oct 2021	Machine Learning and Data Science, Massachusetts Institute of Technology	
	The programme focused on applied data science, machine learning and AI, network analytics, recommendation systems, and graph neural networks.	
Mar 2015 — Sept 2017	Master of Business Administration (MBA), University of East London	London, United Kingdom
	MBA in international management with a focus on innovation and technology. Master Thesis "Leadership in the game development industry – the perception of leadership and the challenges of game developers managing game developers", awarded an A. Graduated with Distinction.	
Oct 2006 — Jun 2010	B.A. English language and literature, University of Novi Sad	Novi Sad, Serbia
	Focus: Linguistics, 4-year Programme (360 ECTS)	

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## EMPLOYMENT HISTORY

Jun 2024 — Present	Executive in Residence - NLP and Data Analysis, BI Norwegian Business School	Oslo, Norway
Conducted research into the language of annual reports and reports on sustainability. Analysed corporate governance disclosures and structures. Published in MAGMA: <a href="https://magmaforskning.econa.no/index.php/magma/article/view/1458">https://magmaforskning.econa.no/index.php/magma/article/view/1458</a>		
Sept 2024 — Present	Teaching Assistant, University of Oslo	Oslo, Norway
Teaching Assistant for the course MULTI2110/4110 24H (Introduction to Statistical Analysis for Language Students, with R), teaching language students statistics and coding in R. Autumn Semester 2024; Autumn Semester 2025.		
Created synthetic data and authored learning games ("Forensic Linguistics Lab") to support practical learning and higher absorption of material.		
Nov 2023 — Present	co-founder/daglig leder/researcher, Kanna AS	Oslo, Norway
A small company I co-founded with my partner so as to allow me to be hired as a researcher and to work on independent research projects.		
Dec 2022 — Nov 2023	Senior Director, Analyst, Gartner Inc	Berlin/Munich/Oslo
Research, analytics and advisory on working with machine learning and generative AI; Authored and contributed to high-quality, publication-ready applied research outputs.		
Sept 2018 — Aug 2022	Chief Information Officer, Frankfurt School of Finance and Management gGmbH	Frankfurt Am Main, Germany
Authored and led transformation strategies (towards data-driven management) for the university. Strategically led the cloud migration efforts across the company. Designed and directed the AI Initiative and opened an AI Lab.		
Apr 2017 — Jun 2021	Academic Programme Director: Master of Science in Applied Data Science, Frankfurt School of Finance and Management gGmbH	Frankfurt am Main, Germany
Designed, staffed, and recruited for the MSc in Applied Data Science, and had it accredited in the first year of running.		
Sept 2015 — Jun 2017	Lecturer: Academic English, Technische Universität Köln	Cologne, Germany
Academic English and research methodology for Game Developers (Cologne Game Lab). Topics we covered: Game Theory, Cognitive Biases, Immersion, Creative co-construction, Team work in systems of non-linear dynamics (based on my research).		
Nov 2013 — Apr 2017	In-company Business English Trainer, Stevens English Training/Christopher Hills School of English	Cologne / Hanau / Frankfurt am Main
Companies I taught at include: Toyota, RheinEnergie, Bayer GmbH, ToysRus, OBI, etc.		

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## LINKS TO ACHIEVEMENTS I AM PROUD OF

Nov 2017 — Jul 2018      Built and was the Programme Director of the MSc in Applied Data Science  
See me in this short video about the programme: <https://youtu.be/BkFxiCTjI4M>

Jan 2019 — Nov 2019      Co-built the AI Lab, a hub for students to work on ML and DS projects  
See me in this short video about the AI LAB: <https://youtu.be/4eaxPZ36y2A>

Sept 2019 — Sept 2019      Hackathon with Google and the EZB, for our Bachelor and Master Students  
[www.frankfurt-school.de/en/home/newsroom/news/2019/Oktobe/hackathon-fs-ezb](http://www.frankfurt-school.de/en/home/newsroom/news/2019/Oktobe/hackathon-fs-ezb)

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SKILLS	Research design (behavioural / cognitive experiments): task design, manipulation design, operationalisation, construct validity.  Python (NLP, text analysis), R (statistics and data visualization), Machine learning & data science literacy, applied and hands-on experience and ability.	Annotation & coding methodology; Mixed-methods analysis: quantitative models + structured qualitative analysis.  Academic writing & structured argumentation (research reports, advisory publications); Teaching / tutoring (at under-graduate, graduate and post graduate level).
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HOBBIES      Mental model building, testing and breaking. Knitting. Collector of "The Oxford Handbook of..." books.

LANGUAGES	English	Highly proficient	Norwegian	Good working knowledge
	German	Highly proficient	Spanish	Working knowledge

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## PUBLISHED (COMMERCIAL) RESEARCH AND EVALUATED WRITTEN WORK

Jun 2023      Uncover the Hidden Impact of AI Automation on Your Organization      Gartner  
ID G00794951 - gartner.com, by Jo Karajanov, Mary Mesaglio  
Initiatives: Executive Leadership: Leadership Dynamics; Executive Leadership: Digital Business

Aug 2023      How Executive Leaders Can Reframe Bias With Generative AI      Gartner  
ID G00793053 - gartner.com, by Mordecai, Jovana (Jo) Karajanov  
Initiatives: Executive Leadership: Innovation and Disruption Management; CIO Technology and Innovation Leadership; Executive Leadership: Leadership Dynamics  
I covered the cognitive biases and applied technology, and Mordecai focused on the human deal framework.

Aug 2023      The 7 Key Trends That Will Impact Your Strategic Planning      Gartner  
ID G00798528 - gartner.com, by Marty Resnick, David Cearley, Jay Heiser, Bart Willemsen, Samantha Searle, Lucas Kobat, Abbott Martin, Bettina Tratz-Ryan, Benjamin Arnberg, Mukul Saha, Max Taggett, Jo Karajanov, Arun Chandrasekaran, Anthony Mullen, Van Baker, Jorge Lopez, Andrew White, Jay Wilson, Leigh McMullen, Auria Asadsangabi, Kentaro Shikanai  
Initiatives: Executive Leadership: Innovation and Disruption Management; Digital Future  
Here, I was the co-lead on the trust/ethics trend for strategic planning and contributed directly to the note.

Aug 2023

## 9 Trust and Ethical Implications of Generative AI

Gartner

ID G00795391 - gartner.com, By Bart Willemesen and Jo Karajanov

Initiatives: Digital Future

For this note, Bart Willemesen and I shared the workload on the implications equally, as co-leads of the Trust/Ethics working group at Gartner.

Oct 2023

## 7 Tactics for a More Inclusive Neurodivergent Employee Experience

Gartner

ID G00791809 – gartner.com By Rob O'Donohue, Jo Karajanov

Initiatives: Executive Leadership: Talent; CIO Leadership of Culture and People

For this note, Rob and I interviewed 30+ neurodivergent employees across industries and levels of leadership and elicited their free responses about their experience across the employee lifecycle.

Nov 2024

## Styrer og bærekraft: Norske børsnoterte selskap møter forventninger med kontroll heller enn strategi

MAGMA

Rasmussen, J., Karajanov, J. Arnulf, J.K. 2024 Styrer og bærekraft: Norske børsnoterte selskap møter forventninger med kontroll heller enn strategi, DOI: <https://doi.org/10.23865/magma.v27.1458>

As part of my hired researcher work for BI, I wrote the code for the logic developed together with Janicke Rasmussen, in order to classify the language found in sustainability reports into corporate governance theory-driven groups.

May 2025

## The Geography of Doubt Demarcation, Anthropocentric Vulnerability, and the Epistemic Currency of Science

University of Aarhus

Evaluated original work (attached as part of application), awarded 12 points (max), currently being polished for submission and publication.

Nov 2025

## Ergonomics of Discourse: Measuring Interpreter Load Indices in Human- and Large Language Model-Generated Text

University of Oslo

Master Thesis, currently being edited and polished for submission and publication. Submitted as a talk for the 2026 SALC conference in Umeå, Sweden <https://www.salc10.com/>