

## **IEEM2008 Post-Conference Events – Thursday, 11 December**

Requires Advance Booking & Payment – Please see Registration Desk

Fee: USD10/SGD14 per Person

### **Visit to National University of Singapore & Symposium “Research and Practice Challenges in the Service Era”**

*Organized by:* Industrial and Systems Engineering Department, National University of Singapore

*Venue:* University Hall Auditorium, Level 2, Lee Kong Chian Wing - University Hall, NUS  
21 Lower Kent Ridge Road, Singapore 119077

#### **Tentative Agenda:**

- 1.30 pm Bus leaves Furama Riverfront Hotel (conference hotel) for NUS.
- 2.00 pm Welcome, A/P. Tang Loon Ching, Head of Industrial and System Engineering Department
- 2.05 pm “Challenges of Quality Improvement in Service Industry” by Prof. TN Goh, Industrial and Systems Engineering, NUS
- 2.30 pm “Nurturing a Culture of Service Excellence in the Services (Hospitality and Banking) Industry” by Mr. Seah Choon Siang, Vice President of Customer Experience & Quality, Citibank Singapore
- 3.00 pm Coffee break
- 3.30 pm “Research Opportunities in Service Systems Innovation” by Dr. Atreyi Kankanhalli, School of Computing, NUS
- 4.00 pm “An overview of service research at the Industrial and Systems Engineering Department”, A/P Tan Kay Chuan, Dr. Chai Kah Hin
- 4.30 pm Closing Remark by Prof. Tang Loon Ching, Head of Industrial and Systems Engineering Department
- 4.45 pm Short tour (on bus) of NUS campus
- 5.30 pm Bus arrive at Furama Riverfront Hotel

#### **Speakers:**

**A/P. Tang Loon Ching** is Head of the Department of Industrial and Systems Engineering. He obtained a Ph.D degree in 1992 from Cornell University in the field of Operations Research with minors in Statistics and Civil Engineering. Prof. Tang has published widely in leading journals such as IEEE Transactions on Reliability, Journal of Quality Technology, Naval Research Logistics and Queueing Systems. He is on the editorial review board of the Journal of Quality Technology and has been an active reviewer for a number of international journals. He has been consulted on problems demanding innovative

applications of probability, statistics and other operations research techniques; and is also a well-known trainer in Six Sigma.

**Prof. TN Goh** is internationally recognized for his expertise in quality engineering and management. He has been elected Fellow of the American Society for Quality as well as Academician of the International Academy for Quality. He was also named “Educator of the Year” by the IEEE Engineering Management Society in 2005. Prof Goh was formerly Dean of Engineering, Head of Department of Industrial and Systems Engineering, as well as Director of Office of Quality Management at the National University of Singapore.

**Mr. Seah Choon Siang** is Vice President of Customer Experience & Quality at Citibank Singapore since 2007. He is responsible for nurturing a culture in service excellence and improving the service quality standard in Citibank's consumer market operations in Singapore. Prior to joining Citibank, Choon Siang worked for The Ritz-Carlton Hotel for 9 years where he began his career as a Management Associate. During this time with Ritz-Carlton, he led the company's service quality initiatives as the Director of Quality. He was instrumental in guiding the company's journey in Business Excellence. Some of his achievements as the Director of Quality include winning the Malcolm Baldrige National Quality Award and the Singapore Quality Award. In his last appointment with Ritz-Carlton, he led the HR department as the Director of Human Resources. Choon Siang is a graduate from Nanyang Technological University.

**Dr. Atreyi Kankanhalli** leads the Service Systems Innovation research group at Department of Information Systems, NUS. Dr. Kankanhalli has considerable work experience in industrial R&D and consulted for several organizations including World Bank and Bosch SEA. Her research interests are in knowledge management, IT enabled organizational forms and services, electronic government applications and IT in public sector. Her work has appeared in top IS journals such as MIS Quarterly, Journal of Management Information Systems and IEEE Transactions on Engineering Management. She serves on conference committees and on the editorial boards of the MIS Quarterly, IEEE Transactions on Engineering Management, and Information and Management, among others. Dr. Kankanhalli has been awarded the Infocomm Development Authority Gold Medal and the ACM SIGMIS 2003 Best Doctoral Dissertation award.

**A/P Tan Kay Chuan** is an Associate Professor in the Department of Industrial and Systems Engineering, NUS. He is also Acting Director of the Office of Quality Management, NUS. Prof Tan's teaching and research expertise are in the areas of human factors engineering and service and innovation management. His current research topics include the use of six sigma in services, new service development, servicing the bottom of the pyramid, and Kansei engineering in services.

**Dr. Chai Kah Hin** is an assistant professor at the Department of Industrial and Systems Engineering. Prior to joining NUS, he worked for Motorola Malaysia and Deloitte Consulting. His publications appear in journals such as IEEE Transactions on Engineering Management, Journal of Service Research, International Journal of Service Industry Management, European Journal of Operations Research, International Journal of Technology Management and Creativity and Innovation.

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### **Visit to Nanyang Technological University Symposium “IEEM: State and Future”**

**Organized by:** Systems and Engineering Management Division, School of Mechanical and Aerospace Engineering

**Venue:** Lecture Theater 12, Level 4, North Spin, Nanyang Technological University

#### **Tentative Agenda:**

- 1.30 pm Bus leaves Furama Riverfront Hotel (conference hotel) for NTU.
- 2.00 pm Welcome, Prof Martin Helander, Head of Systems and Engineering Management Division, School of Mechanical and Aerospace Engineering
- 2.10 pm “Research in Reverse Logistics” by A/P Shaligram Pokharel, Systems and Engineering Management Division, NTU
- 2.30 pm “Simulating human lifting motions using fuzzy logic control” by Ast/P Qu Xingda, Systems and Engineering Management Division, NTU
- 2.50 pm “Cognitive Ergonomics: Between Cognition and Affect” by Ast/P Park Taezoon, Systems and Engineering Management Division, NTU
- 3.15 pm Coffee break
- 3.45 pm SIMTech visit (National RFID Center)
- 4.45 pm Short tour (on bus) of NTU campus
- 5.30 pm Bus arrive at Furama Riverfront Hotel

#### **Speakers:**

**Prof Martin Helander** has involved in human factors research since 1969, first in studies of driver performance and road safety, later in ergonomics of the workplace. He was Professor of Industrial Ergonomics at Linköping University, 1994-1999; President of International Ergonomics Association 1994-1997; Founding Director of the Graduate School of Human-Machine Interaction, and sponsored by the Strategic Research Fund. He is Founding Director of Swedish Center for Human Factors in Aviation at Linköping University and Center for Virtual Reality and Simulation. He is Head of Systems and Engineering Management division at the School of Mechanical and Aerospace Engineering, Nanyang Technological University, Singapore. His research interests include process control, formal design methods and affective design.

**A/P Shaligram Pokharel** conducts research in supply chain and logistics and energy planning. He is also Director of Masters in Logistics Programme in NTU. His research focus on the research that he has carried out in the area of valuing products in reverse logistics and establishing networks when demand and supply situations are deterministic and stochastic. Dr. Pokharel also sits in the editorial board of four international journals.

**Dr Xingda Qu** received the B.S. and M.S. in automation control from Beijing University of Aeronautics and Astronautics, Beijing, China, in 2001 and 2004, respectively, and the Ph.D degree in industrial and systems engineering from Virginia Polytechnic Institute and State University, Blacksburg, in 2008. He is currently an assistant professor in the school of mechanical and aerospace engineering, Nanyang Technological University, Singapore. His research interests lie in the areas of human motion simulation, balance control modeling, occupational biomechanics, and industrial ergonomics.

**Dr Taezoon Park** is an Assistant Professor of the School of Mechanical and Aerospace Engineering in Nanyang Technological University. His research interests include Human Factors, Human-Computer Interaction, and High Performance Computing. He got his doctoral degree from Purdue University where he majored in Industrial Engineering. During his doctrol study, he worked as a programmer/analysis in Rosen Center for Advanced Computing of Information Technology at Purdue. He received M.S. and B.S. in the [Department of Naval Architecture and Ocean Engineering](#) at [Seoul National University](#) in Seoul, South Korea. Taezoon has worked for Eastman Kodak Company as a human factors engineer before joining NTU. He also worked as a research engineer for [Daewoo Shipbuilding and Marine Engineering](#) which is one of the major shipbuilding industries in the world.

**SIMTech visit:**

SIMTech is a research institute of A\*STAR. SIMTech develops high value manufacturing technology and human capital to contribute to the competitiveness of the Singapore industry. SIMTech collaborates with multinational and local companies in the precision engineering, electronics, semiconductor, medical technology, aerospace, automotive, marine, logistics and other sectors.