

## **Synopsis for each Workshop**

### **1. Digital Marketing, e-Commerce & CRM**

Digital marketing campaigns are prevalent, as people are increasingly using digital devices to transact instead of visiting brick-and-mortar shopping malls. This workshop aims to illustrate how digital tools and platforms, such as the internet, mobile phone, and social media are used as revolutionary marketing practices. The workshop will illustrate how they ultimately change the interaction between firms and consumers, and how digital analytics can be implemented because of the proliferation of data created by digital marketing. It also covers how to manage a company's interaction with current and potential future customers using digital platforms.

### **2. Sharing Economy & Crowdsourcing**

You must have heard of companies such as Uber, Airbnb, and Tripadvisor. They represent a new form of business model whereby business transactions are done mainly through the online platform with consumers actively involved in shaping the transactions. This phenomenon is sometimes called sharing economy, which is also called collaborative consumption.

Another form of the sharing economy is crowdsourcing, which also relies on the online platform. Crowdsourcing helps the company to obtain needed services by soliciting contributions from the online community, rather than from its employees or suppliers.

This workshop will equip the participants with knowledge on the developments and benefits of the sharing economy and crowd sourcing, as well as practical applications of these new business concepts to a company's operations.

### **3. Finance and Technology – FinTech (A)**

Technology has always played an important role in extending the reach of financial services to the masses. Recent developments of finance have shown that technology has played an important operational role in helping financial service providers, predominantly, banks, to scale up their operations and efficiency. In recent years, we begin to see technology firms challenging the banks as the sole provider of financial services. They do so by providing a customer-centric, socially engaging yet lower-cost alternative to customers. These technology firms providing financial services are known collectively as FinTech companies. The amount of capital investment and innovations generated by the FinTech companies are so significant that Jamie Dimon, CEO of JP Morgan said, "Silicon Valley is coming" in his 2015 annual letter to shareholders. In this workshop, we will look at how FinTech companies are changing the landscape of the financial services especially in the areas of payments, lending and wealth management. We will also introduce the block chain technology, which can revolutionise how future transactions are carried out, by eliminating the need for legal/financial intermediaries.

#### **4. Finance and Technology – FinTech (B)**

Financial Technologies (FinTech) refers to the application of technologies (predominantly digital networks and mobile technology) to support innovative development of applications, processes, products or business models in the financial services industry and create new solutions to conduct financial transactions.

This workshop covers topics such as digital currencies, payment innovations, crowdfunding, internet banking, big data, cyber security, FinTech startups, and regulatory challenges. It aims to help participants to understand how the new technologies and regulations are reshaping and transforming the financial services industry as well as to examine the opportunities and challenges faced by FinTech start-ups. Participants will be able to understand how FinTech will impact on businesses and the opportunity to harness on it to grow businesses.

#### **5. Fourth Industrial Revolution: Opportunities and Threats**

We are now entering into an era known as the Fourth Industrial Revolution. In this era, the economic engine will be chiefly powered by technological advances in Artificial Intelligence, Automation and Robotics.

This workshop will help participants to understand what the Fourth Industrial Revolution is about, but also to work with participants to identify the business opportunities and threats presented.

#### **6. Smart Cities & Innovation**

In 2013, it was announced that Singapore is developing itself into a Smart Nation. Recently a study commissioned by Ministry of National Development and National Research Foundation looked at the impact of digital technologies on the trajectory of how cities will develop and be managed in the next 20 years. All these point to major disruptions that will reshape how we work, do business, play, and live in smart cities of the future. This workshop will look at the concept of a smart city and review the various smart innovations and the underlying technologies supporting smart applications. In this workshop, the focus is to facilitate participants on identifying business opportunities that will help them to participate in Singapore's transformation into a Smart Nation.

#### **7. Big Data & Managerial Decision Making**

Big Data is increasingly becoming an important part of a manager's role in this "Big Data Era". The workshop examines the key aspects of Business Analytics, namely the Business, Data and Analytics aspects. For the Business Aspect, participants will be exposed to different business problems that can be solved by analytics. For the Data aspect, participants will learn to harness data and to understand the complexity of assessing and preparing data so as to apply analytics effectively to

solve business problems. For the Analytics aspect, participants will learn how different analytics techniques are being used to solve the different business problems. Participants will also learn to analyze business problems and identify effective analytics solutions that will lead to an improvement in the organization's performance.

## **8. Business Excellence**

For businesses to sustain their growth, meet competition and run their operations effectively, they need a long term game plan. The Business Excellence framework is a roadmap in which organisations can adopt to establish efficient operations that will enhance their product/service offerings to customers and ensure that they will have a coherent customer focus strategy to stay competitive.

This workshop will present the Business Excellence framework as a roadmap to help organisations to focus on committed leadership, consistent customer focus, operational excellence, employee development, good planning, and establishing relevant information/knowledge in order to achieve good performance results and thus business excellence.

In particular, strategies on customer segmentations, customer experience, and customer satisfaction will be discussed.

## **9. Managing the Future of Work**

According to the Deloitte report 2016 on Critical Drivers and Challenges facing the workforce, '[the] future of work and the workforce is facing dramatic change driven by technology, globalization, demographics, social values, and the changing personal expectations of workforce participants'. The workshop will first aim to help participants understand the impact that these factors will have on their organisations, in particular, focusing on broader socio-demographic trends, mobile technology and the advent of Industry 4.0. To help facilitate discussion, interesting case studies within particular contexts may be examined. At the same time, we will delve into what organisations can do to prepare for the future of work by re-examining their human resource function.

## **10. Contract Management**

Contracts are an important part of any commercial business. Successful contracting adds value, reduces risks and builds relationships. However, the label 'contract' is intimidating and is often regarded as a document that is better left to lawyers.

This workshop will explain the framework and strategy for effective contract management – to cut through legal language and concepts often associated with the contracting process to properly understand and appreciate the contract as a powerful business tool.

## **Synopsis for OTCi topics**

### **11. Build Strong Labour Management Relations**

In today's highly competitive economy, workplace systems are changing. An important aspect of this change is the effect it has on labour-management relations within organisations. There is a growing need for more cooperative, less antagonistic relations between managements and workers, so that synergies can be better gained and both organizations and their employees can better succeed and prosper. This module takes an eclectic approach, drawing from many different schools of thought, to establish a stronger and robust bond between management and workers. This module will cover:

- Develop a framework for closing gaps in understanding and better alignment within the organization
- Understand the organizational levers for establishing effective Labour-Management Relations
- Establish a firm foundation for a trusting and robust relationship

### **12. Fair Employment & Recruitment Practices**

Implementing fair and merit-based employment widens the pool of candidates that employers can recruit from and increasing the chances of finding the best person for the job. This is most true for SMEs competing with large with MNCs in a tight labour market. Treating employees fairly both in terms of rewards, benefits, development and career growth also help employers to retain valued employees to sustain and grow the business. Employees will also be more motivated to put in their best for the organization. As the saying goes - when employers takes good care of their workers, the workers will take good care of their business. This module will cover:

- Principles of Fair Employment & Selection Criteria
- Hiring & developing a Singaporean Core
- Merit-based Remuneration, Training & Promotion
- Handling Grievances, Disputes and Dismissals
- Roles of Employers and Employees

## **Instructors' Biographies (from Singapore University of Social Sciences & OTCi)**

**Dr. Guan Chong** is the Head of Marketing Programme in the School of Business at the Singapore University of Social Sciences (SUSS), Singapore, where she has been a faculty member since 2011. Before joining SUSS, Chong had taught marketing courses at the Nanyang Technological University (NTU), Singapore, for three years. Chong completed her Ph.D. in Marketing at Nanyang Business School, NTU, and her undergraduate studies in Marketing at Peking University, China. Her research interests lie in the area of online consumer decision making and social media. Her publications appear in leading journals such as Telecommunications Policy, Psychology & Marketing and DATABASE. She has also published several book chapters and presented her work at

major conferences such as the Informs Marketing Science. She had taught classes related to marketing and research methods, such as marketing management, internet & social media marketing and multivariate analysis.

**Dr. Hung Yu-Chen** is a lecturer in Marketing in the School of Business at SUSS. Prior to joining SUSS, she has been a faculty member in the University of Newcastle, Australia, since 2012. Yu-Chen completed her PhD in Marketing at NUS, and her undergraduate studies in International Business & Psychology, National Taiwan University, Taiwan. Her research interests include Sensory Marketing, Experience economy, Innovation, Consumer Psychology.

**Dr. Joicey Wei Jie** is a lecturer in Marketing in the School of Business at SUSS. Her research interests include marketing strategy, consumer social interaction, and services marketing. She has published in premium academic marketing journals such as Journal of Retailing, European Journal of Marketing, and Journal of Advertising Research. Before joining SUSS, she earned her MBA degree from University of Hong Kong and PhD degree from NUS.

**Ms. Wang Yue** is a lecturer in Marketing in the School of Business at SUSS. She received bachelor degree in Economics from Huazhong University of Science and Technology (2008), Master degree in Economics from National University of Singapore (2010) and Ph.D. in Marketing from NUS Business School (2016). Her research and teaching interests lie in the area of digital marketing and social media.

**Dr Neo Poh Ling** is a senior lecturer in the School of Business in Singapore University of Social Sciences. She was an engineer by training, and received her financial training as a quantitative analyst in an investment bank. She has a B.Eng. in Electrical and Electronic Engineering from NTU and a PhD in Engineering from Cambridge University. Her research interests are in the areas of technology and finance, market microstructures and risk management models.

**Dr Adrian Yeow** has a Ph.D. from the R.H. School of Business, University of Maryland, College Park. Prior to entering academia, Adrian was a Product and Business Development Manager for various major Singapore telecommunications and Internet companies. He was awarded a Senior Tutor Scholarship from Nanyang Technological University in 2003 to pursue his Ph.D. in USA. He was a faculty at Nanyang Business School with the Division of ITOM until 2014. He is currently a Senior Lecturer at School of Business, Singapore University of Social Sciences where he lectures on Digital Marketing and Accounting Information Systems for the full-time Marketing and Accounting programmes. He continues to develop courses and lecture in Nanyang Business School: an undergraduate course on social media marketing and a masters' level qualitative research methodology course offered by Institute on Asian Consumer Insight. Adrian's current collaboration with industry partners include a study on the development of an IT-enabled integrated healthcare systems with Khoo Teck Puat Hospital, an ongoing analysis of the impact of Electronic Medical Records system in another local hospital system, and a case study of Micro-Finance Institution adoption of last-mile tablet application in various regional countries. Adrian's research and

consultancy projects in Singapore, New Zealand, and USA have been published in premier academic conferences, top-tier journals, and edited books. He has also given invited talks to business associations and government agencies.

**Prof David Lee** is a professor of FinTech in SUSS. He graduated from the London School of Economics and Political Science with a BSc (Econs), MSc (Mathematical Economics and Econometrics) and a PhD in Econometrics and Mathematical Economics. He is the 2015 Visiting Fulbright Scholar at Stanford University. Prof Lee is also an Independent Director of two SGX-listed companies and sits on the Investment Committee and Council of two charitable organizations. He is the Vice President of the Economic Society of Singapore. He was the Founding Vice Chairman of the Alternative Investment Management Association (Singapore Chapter), a member of the SGX Security Committee, and MAS Financial Research Council. He was also the Group Managing Director of OUE Limited and Auric Pacific Limited, as well as the Non-Executive Chairman of MAP Technology Limited.

**Dr. James Tan** is Senior Lecturer of the Business Analytics programme and Deputy Head of the Master of Business Administration programme in SUSS. He obtained his PhD degree from Monash University, Australia. His research focus is on data mining and swarm intelligence. Dr. Tan has involved in anomaly detection, fraud detection, service analytics and other analytics projects.

**Dr. Jialie Shen** is Senior Lecturer of the Business Analytics programme in SUSS. He received his PhD in Computer Science from the University of New South Wales (UNSW), Australia in the area of large-scale media retrieval and database access methods. Dr. Shen's main research interests include information retrieval, economic-aware media analysis, artificial intelligence (particularly machine perception and its applications on business intelligence) and multimedia systems. His recent work has been published in prestigious journals and international conferences including ACM SIGIR, ACM Multimedia, ACM SIGMOD, CVPR, ICDE, WWW, Pattern Recognition, IEEE Transactions on Circuits and Systems for Video Technology (IEEE TCSVT), IEEE Transactions on Multimedia (IEEE TMM), IEEE Transactions on Image Processing (IEEE TIP), IEEE Transactions on Knowledge and Data Engineering (IEEE TKDE), ACM Multimedia Systems Journal, ACM Transactions on Internet Technology (ACM TOIT) and ACM Transactions on Information Systems (ACM TOIS). Besides being chair, PC member, reviewer and guest editor for several leading information systems journals and conferences, he is an associate editor of International Journal of Image and Graphics (IJIG) and area editor of Electronic Commerce Research and Applications (ECRA).

**Ms. Tan Lee Cheng** teaches business and company law. Prior to joining SUSS, she practised as a commercial lawyer with a leading law firm and remains its consultant. Her broad-based legal commercial experience embraces both advisory and contentious work.

**A/P Lee Pui Mun** is the Dean in the School of Business, SUSS. Besides managing the business school, he also teaches and facilitates training for company executives as well as conducts research in the areas of business excellence, quality management,

performance analysis & management, and case studies. He has published widely in journals and conference proceedings. He also regularly provides management consultant services to major organizations. He is also an Assessor for the Singapore Quality Award applications and also a member of the Management Systems Standards Committee in Singapore.

**Dr. Dawn Chow** is a Lecturer in the School of Business, SUSS, of Singapore. She obtained her Ph.D. degree from the Nanyang Business School in Singapore. Prior to her doctoral studies, she obtained her MBA from the University of Warwick, UK. Her current research focuses on socio-cognitive psychology, institutional work, institutional theory, the co-evolution of MNEs and their institutional environment, institutional entrepreneurship, corporate governance, as well as Chinese family businesses. She has taught undergraduate as well as MBA classes at SUSS. Dr. Chow has published in conference proceedings such as those of the Academy of Management, Strategic Management Society, and Academy of International Business. She also has book chapters in the Wiley Encyclopedia of Management and in the World Scientific Publishing book on Catalysts of Change.

**Mr. Gabriel Gervais** is Head, BSc Business online degree programme at SUSS. He holds a civil law degree as well as a Master in Business Administration from the University of Ottawa, Canada. He is currently putting the final touch to a doctorate in distance education with Athabasca University in Canada. His research interest focuses on the impact that leading-edge technology has on human lives: the way we work, the way we play and, more specifically, the way we act and interact with one another.

### **Ong Teng Cheong Institution**

**Mr Ong Yen Her** was the Divisional Director for Labour Relations and Workplaces, Ministry of Manpower, where he oversees industrial relations, labour standards, wages, trade unions & international labour affairs. He is currently the Advisor to the Ministry of Manpower on trade unions and related issues.

**Mr Loh Oun Hean** spent over 30 years of his career at Ministry of Labour (Now MOM), Singapore Airlines, Maybank and Deloitte Southeast Asia covering functions like industrial relations and Human resources. Currently, Mr Loh is actively involved in conducting trainings and consultancy work on change management, labour laws, job analysis and performance management. He was also an Employer Panel Member of the Industrial Arbitration Court and a member of the Industrial Relations Panel at SNEF.