



POSTGRADUATE FAIR 2020

SYNOPSIS

MASTERCLASS SESSION SCHEDULE

| | |
|-------------------|---|
| 11:15am – 12:00pm | Leader Fairness in the Age of AI SMU Lee Kong Chian School of Business |
| 12:00pm – 12:45pm | Industry 4.0 - Historical Overview and Current Trends NUS School of Continuing and Lifelong Education (SCALE) |
| 12:45pm – 1:30pm | More Than Codes Institute of Systems Science, NUS |
| 1:30pm – 2:15pm | Innovation by Design: The Future is Now! Singapore University of Technology and Design |
| 2:15pm – 3:00pm | Entrepreneurial Decision Making Under Uncertainty Nanyang Technopreneurship Center, NTU |
| 3:00pm – 4:00pm | The Pillars of Luxury Brand Management ESSEC Business School |



Leader Fairness in the Age of AI

Timing: 11:15am – 12:00pm

Speaker: Michael Bashshur, Associate Professor of Organisational Behaviour and Human Resources

School: SMU Lee Kong Chian School of Business

Leaders and those in positions of power call the shots as to how resources are allocated. Past research has shown that as you give people more power they tend to behave more selfishly, keeping more resources for themselves rather than sharing perks with others. The growing use of Artificial Intelligence (AI) in the workplace might be expected to reduce some of this unfairness by taking many allocation decisions out of the hands of power holders and allowing an algorithm to take over. However, AI comes with its own challenges and fairness is not just a result of what is allocated but also how it is allocated and the method in which it is allocated.



Industry 4.0 - Historical Overview and Current Trends

Timing: 12:00pm - 12:45pm

Speaker: Associate Professor Goh Puay Guan

School: NUS School of Continuing and Lifelong Education (SCALE)

With an overview of the various industrial revolutions and the current confluence of technologies broadly known as Industry 4.0, find out how companies and individuals can make sense of technological innovation through recent business history and developments.



More Than Codes

Timing: 12:45pm - 1:30pm

Speaker: Mr Chia Yuen Kwan, Senior Lecturer, Software Systems Practice

School: Institute of Systems Science, NUS

With technology travelling on a super highway, speed is inevitably a major game changer in many industries. This in turn leads to the expectation of speed in building software, fuelling the drive for shorter software development cycles. It is however important to note that diving straight into codes, without sufficient consideration of human and design elements would not only result in wastage of resources but impede the very objective of achieving speed, where the quality of the system might be compromised. This is especially so when the system is of a substantial scale. Thus, building it right is definitely > Codes!



Innovation by Design: The Future is Now!

Timing: 1:30pm – 2:15pm

Speaker: Associate Prof Arlindo Silva, Engineering Product Development (EPD)

School: Singapore University of Technology and Design

Innovation and Design are two frequently (mis)used words in almost any context. This talk will touch on several misinterpretations of the words “Design” and “Innovation” and will convey a more meaningful way of discussing, analyzing and implementing strategies. Innovation by design embraces a new paradigm where design innovation crosses every discipline, domain and sector, not just in the somewhat superficial “design thinking” kind of way, but going deep into the processes that companies use to develop their products and services. Examples of course projects and prospective thesis themes will be shown from the current student batch.



Entrepreneurial Decision Making Under Uncertainty

Timing: 2:15pm – 3:00pm

Speaker: Dr Xia Zhiqiang, Programme Director, MSc TIP

School: Nanyang Technopreneurship Center, NTU

“Market-leading companies have missed game-changing transformations in industry after industry, not because of ‘bad’ management, but because they followed the dictates of ‘good’ management. They listened closely to their customers. They carefully studied market trends. They allocated capital to the innovations that promised the largest returns.” (Murray, 2010) It seems that these big corporates didn’t do anything wrong, but somehow they lost. WHY? One of the major reasons is uncertainty. These big corporates typically did badly under uncertainty. Even for entrepreneurs, Peter Drucker once said that so few of the so-called entrepreneurs know what they are doing and they lack the methodology.” Instead of being more demoralizing or frustrating, however, Steve Blank (a successful serial entrepreneur) advocates that There were repeatable patterns of business behaviour that could explain the heretofore unexplainable. This talk will discuss these issues and inform why MSc TIP is able to train a new generation of entrepreneurs on thinking, judging, deciding, and acting under business uncertainty.



The Pillars of Luxury Brand Management

Timing: 3:00pm – 4:00pm

Speaker: Prof. Sonja Prokopec, LVMH Chaired Professor, Marketing Department,
ESSEC Business School, Asia-Pacific

School: ESSEC Business School

With the burgeoning success of the luxury industry, the concept of luxury brand management has become increasingly relevant for many different industry sectors. This master class delves into luxury branding practices, including how to reinforce luxury brand uniqueness and differentiation from the competition using the concept of DNA and codes, storytelling and management of time paradox.