PLENARY SESSION-I

March 29, 3:30-4:10 P.M.
Session Chair: Prithvi Yadav, GHSIMR, Kanpur

Lawrence Loh
Vice President
Al Ghurair University, Dubai
loh335@yahoo.com.sg

Bridging Management Education with Business Practices:
Perspectives of the West, the East and the Middle East

There is a gap between management education and business practices. The "real" world of industry and commerce is often vastly different from the "surreal" world of educational scholarship. At the same time, practices are characterized by differences arising from locations, circumstances and cultures.

This interactive workshop examines the challenges of business school teaching in connecting with the external world and suggests a model for academics to close the gap. In particular, a bridge framework based on three dimensions of pedagogy – conduits, contexts and contents – is proposed for university instructors to integrate academic "praxis" with professional "practice".

Specific questions in management education in three commonly-used regional constructions – the West, the East and the Middle East – will also be framed. The workshop will address the basic question of whether there are unique features in these regions that drive management education in emulating professional practices, or whether there are universal principles that can be applied across the board. On a more fundamental note, the workshop will explore the applicability of the trichotomy of "West", "East" and "Middle East" for management education and business practices.

Biography: Dr Lawrence Loh is Vice President for Academic Affairs and Professor at Al Ghurair University, Dubai. He received a PhD in Management from Massachusetts Institute of Technology, majoring in Strategy and Policy. His doctoral thesis was awarded first prize in the worldwide Doctoral Dissertation Competition in the field of Information Studies. Dr Loh was formerly Vice President (University and Global Relations), Director of Corporate Communications and Head of Quality Planning at the National University of Singapore (NUS). At NUS Business School, he had served as Vice Dean (Academic Affairs), Sub Dean (Student Affairs) and Director of Productivity and Quality Research Centre. Dr Loh was also founding Managing Director of the Centre for Testing and Assessment Pte Ltd. He was Secretary General of Association of Pacific Rim Universities and Chairman of S3 University Alliance. Dr Loh has published in leading international journals including Management Science, Information Systems Research and Journal of Management Information Systems. He has co-authored a book entitled "The Quest of Global Quality: A Manifestation of Total Quality Management by Singapore Airlines".

PLENARY SESSION-II

March 30, 3:30-4:10 P.M.
Session Chair: Samia Jones, Texas A&M University

Yong Shi

Research Centre on Fictitious Economy and Data Science, CAS, Beijing, China
College of Information Science and Technology, University of Nebraska at Omaha, Omaha, NE 68118, USA
Graduate University of Chinese Academy of Sciences, Beijing, China

From Data Mining to Intelligent Knowledge Management

Knowledge or hidden patterns discovered by data mining from large-scale databases has great novelty, which is often unable to be gained from the experts. Its unique irreplaceability and complementarity has brought new opportunities for decision-making and it has become important means of expending knowledge and key bases to derive business intelligence in the information era. The challenging problem, however, is that if the results of data mining can be really regarded as "knowledge". To answer this problem, the theory of knowledge management should be applied. Unfortunately, the cross-field study between data mining and knowledge management is very little. In data mining, researchers focus on how to explore algorithms to extract patterns that are non-trivial, implicit, previously unknown and potentially useful, but overlook the knowledge components of these patterns. In knowledge management, most scholars investigate methodologies or frameworks of using existing knowledge (either implicit or explicit ones) support business decisions while the detailed creating process of knowledge by techniques from databases is ignored. There is a gap of these two fields. Given large-scale databases, this paper proposes foundations of intelligent knowledge management. It enables to generate "special" knowledge, called intelligent knowledge base on the hidden patterns created by data mining. Furthermore, this paper systematically analyzes the process of intelligent knowledge management – a new proposition from original data, rough knowledge, intelligent knowledge, and actionable knowledge as well as the four transformations (4T) of these items. The purpose of this paper is to bridge the fields of data mining and knowledge management based on large-scale databases. Thus, this study not only promotes more significant research beyond data mining, but also enhances the quantitative analysis of knowledge management on hidden patterns from data mining.

Biography: Professor Yong Shi has been the Charles W. and Margre H. Durham Distinguished Professor of Information Technology, College of Information Science and Technology, Peter Kiewit Institute, University of Nebraska, USA since1999. He currently serves as the Executive Deputy Director, Chinese Academy of Sciences Research Center on Fictitious Economy & Data Science. Dr. Shi's research interests include business intelligence, data mining, multiple criteria decision making, information overload, and telecommunication management. He has published more than 12 books, over 150 papers in various journals and numerous conferences/proceedings papers. He is the Editor-in-Chief of International Journal of Information Technology and Decision Making (SCI), an Area Editor of International Journal of Operations and Quantitative Management, a member of Editorial Board for a number of academic journals, including International Journal of Data Mining and Business Intelligence. Dr. Shi has received many distinguished awards including Outstanding Young Scientist Award, National Natural Science Foundation of China, 2001; Member of Overseas Assessor for the Chinese Academy of Sciences, May 2000; and Speaker of Distinguished Visitors Program (DVP) for 1997-2000, IEEE Computer Society. He has consulted or worked on business projects for a number of international companies in data mining and knowledge management.