KM by Design

HKKMS/KMIRC 2018 Half Day Conference

Organised by:

THE HONG KONG POLYTECHNIC UNIVERSITY
香港理工大學

KMIRC 知識管理及創新研究中心
Knowledge Management and Innovation Research Centre

Four international speakers on Knowledge Management status, risks, and gains, and what to do about it.

A worldwide benchmarking study of KM, IC and their impact on organizational performance

Prof. Aino Kianto

Sharing on knowledge risk and its effective management

Miss Haley Tsang

Design: Utilising and Generating Knowledge for the Creation of a Better World

Prof. Cees de Bont

Of Horses and Unicorns: The why, what & how of digital adoption

Nigel Green

When:
28th February 2018.
Registration: 08.45am,
Conference ends 1:00 pm.

Where:
Theatre A, 22nd Floor United Centre , Admiralty Hong Kong

Pricing : Members of HKKMS/KMIRC HK$ 1,500, Non-Members HK$1,800

To book your place register at:

http://www.hkkms.hk/index.php/2018-conference-km-by-design/
(register early, places are limited)

KM By Design – Schedule of the half day conference

Organised by:

Conference Agenda and timing

08.45am   **Registration begins**

09.00am   **Welcome from the Organisers**
Les Hales - President of HKKMS & Prof. Eric Tsui – Professor, The Hong Kong Polytechnic University

9.15am - 10.30 am   **Keynote presentations I & II**

     I :-   **A worldwide benchmarking study of KM, IC and their impact on organizational performance**
Speaker: Prof. Aino Kianto, Lappeenranta University of Technology (Finland)

     II :-   **Sharing on knowledge risk and its effective management**
Speaker : Miss Haley TSANG, Hong Kong PolyU

10.30am - 11.00am   **Coffee and networking break**

11.00am - 12.30pm   **Keynote presentations III & IV**

     III :-   **Design: Utilising and Generating Knowledge for the Creation of a Better World**
Speaker : Prof. Cees de Bont, Hong Kong Polytechnical University

     IV :-   **Of Horses and Unicorns: The why, what & how of digital adoption**
Speaker: Nigel Green

12.30pm - 1.00pm   **Q&A and CLOSING REMARKS**

1:00pm - 2:00pm   **Networking dimsum lunch**

Keynote synopses can be found on the next page

Remarks: Organizer reserves the right to amend the program without prior notice.

KM By Design – Keynote synopses

Keynote I: **A worldwide benchmarking study of KM, IC and their impact on organizational performance**

Speaker : **Prof. Aino Kianto**

In recent decades, knowledge has replaced the traditional factors of production as the key value driver, and organizational competitiveness is increasingly based on knowledge and the capabilities for managing it. This speech will address the key knowledge-based value drivers in organizations from both static (intellectual capital) and dynamic (knowledge management practices) perspectives, and examine knowledge and its management based on a cross-cultural empirical study spanning six countries (Finland, China, Russia, Spain, Italy, Serbia).

Keynote II: **Sharing on knowledge risk and its effective management**

Speaker : **Miss Haley TSANG, PhD Candidate, Hong Kong PolyU**

Most Knowledge Management (KM) programs emphasize on the importance of capturing, retaining, sharing and developing of organizational knowledge in operations, management and strategy. As the benefits of these practices could not be materialized in the short term, the decision makers very often turn their attention to more pressing matters other than knowledge management. To overcome this clear and unjustified absence of sense of urgency to launch KM at all organizational levels in corporate strategy setting, calls for the assessment and management of knowledge risk, a new concept to most managers and its potentially disastrous effects on the whole corporation, from daily operations to long-term sustainability.

Keynote III: **Design: Utilising and Generating Knowledge for the Creation of a Better World**

Speaker : **Prof. Cees de Bont**

Design is an old practice and a young academic discipline. The purpose of design not about understanding the world. Instead it is about transferring the current situation into one that is preferred more. With the increasing complexity in technologies, with the increasing regulations at all levels, and the increasing dynamics in social structures, designers are challenged every day to come up with new proposals that resonate with the interests of a wide range of stakeholders. Designers analyse, re-frame and propose, utilizing existing knowledge from many different disciplines and new knowledge is generated. Sometimes the new proposals are validated. Whether or not design proposals will actually be implemented depends on how convincing designers are in communicating the values that are brought about by the proposed innovations.

Keynote IV: **OF HORSES & UNICORNS: THE WHY, WHAT & HOW OF DIGITAL ADOPTION.**

Speaker : Nigel Green

Nigel Green will explain how digital-native organisations have innovated their business models from those created in the last century. He will describe new capabilities that are relevant for the 21st Century – built to change and not to last, and with a deep knowledge and understanding of their customers/citizens. He will tell stories of how traditional businesses need to approach digital transformation and reap tangible business benefits of a cloud- enabled approach. This will cover both business and technology change implications, and will include how the journey can benefit from design thinking, and the technologies adopted by the "born digitals" (e.g. Netflix, Facebook, Google, and Amazon).

Most importantly, Nigel will highlight the implications to enterprises in the private and public sectors in Hong Kong and highlight adoption of born-digital practice on the mainland. Finally, Nigel will introduce a set of easy-to-adopt tools & techniques that can help the Digital Transformation. He'll explain how he uses these tools every day; He helps both, traditional firms and start-ups, adopt the ways of the Digital-natives.

KM By Design – Keynote speaker Bio's

Organised by:

Speaker：Prof. Aino Kianto

Aino Kianto is Professor of Knowledge Management at Lappeenranta University of Technology (Finland) and Academic Director of the Master Program on Knowledge Management and Leadership at the same University. Her research on knowledge management and intellectual capital issues has been published widely and acknowledged with several international awards.

Speaker：Miss Haley TSANG

Haley is currently a PhD student at The University of Hong Kong. She recently graduated from The Hong Kong Polytechnic University with a Master of Philosophy (MPhil) degree and holds a double degree in BEng (Hons) and BBA (Hons) from the same university. During her study, she obtained several scholarships and was listed on the Dean's Honours List of Outstanding Students. In 2016, she was awarded the best paper and presentation in the PhD and Masters Colloquium in the 8th European Conference on Intellectual Capital. Her research interests include risk management, knowledge management and intellectual capital.

Speaker：Prof. Cees de Bont

Cees de Bont is the Dean of the School of Design at the Hong Kong Polytechnic University (PolyU), Swire Chair Professor of Design and Alex Wong Siu Wah Gigi Wong Fook Chi Professor in Product Design Engineering. Prior to his appointment at PolyU, he was the Dean of the Faculty of Industrial Design Engineering at the Delft University of Technology in the Netherlands. His research interests include: design education, consumer behavior, innovation adoption, design methods and networked innovation. Professor De Bont founded the Creative Research Scientific Program on product-service systems and chaired the Dutch Innovation Centre for Electric Road Transport. He was the Chairman of the Steering Committee of the Design Institute for Social Innovation (DISI) at PolyU and is a member of the Board of Directors of the Hong Kong Design Centre and of PMQ, a creative design hub for design talents.

Speaker：Nigel Green

Over his career, Nigel Green has focused on change strategies, and business-technology architectures, for large organisations, including: CLP Power Hong Kong, Hutchison Port Holdings, and DHL Worldwide Express, among many others. Most recently, he's been helping a major European retail business in their transformation from a traditional, to a Digital-era, business.

Nigel is most known for his ability to straddle IT and business worlds, thus preventing loss-in-translation between the two. He is recognised worldwide as a thought-leader and author.

In 2007, Nigel co-authored "Lost In Translation: A handbook for Information Systems in the 21st Century", in which he and his co-author, Carl Bate, discuss the trend towards distributed data processing and other concepts that under-pin today's digitally enabled world. Today, Nigel advises companies worldwide on how to prepare for & execute large-scale, technology- enabled, programmes

Remarks: Organizer reserves the right to amend the program without prior notice.