



RHB-UKM ENDOWMENT

WEBINAR EXTRACTING VALUE FROM BUSINESS ANALYTICS: A ROADMAP



1st DECEMBER 2020



9.30 AM - 11.00 AM



ZOOM

Extracting Value from Business Analytics: A Roadmap

In past decade, organisations have been heavily investing in analytics. A recent survey suggests that organisations have become even more keen to invest in analytics since the COVID pandemic hit the world. However, the same survey suggests that most organisations are able to measure the return on those investments leave alone identifying how to extract a better return from those investments. To address this open question, Professor Kayande will present results from a longitudinal study of the extent to which analytics investments translate into financial returns, and how that translation can be accelerated by an organisation. He will conclude by presenting a roadmap for organisations to more efficiently and effectively invest in analytics.

Payment Methods

A total of RM50.00 will be charged as the registration fee for non-UKM participants

Payment can be made via Online Internet Banking or ATM/CDM Fund Transfer:

CIMB Bank Account No.
8002240869

(Universiti Kebangsaan Malaysia)

*Kindly email your proof of payment and details (Name, I.C./Passport No. & Programme Title) to shahmie@ukm.edu.my or vivekraj@ukm.edu.my

*Certificate of attendance will be provided

Registration Form

Non-UKM Participants



<https://forms.gle/fjxM6m3p7fF8szgu9>

RHB/UKM Participants



<https://forms.gle/gNeDnPuigD2TUbiK9>

Speaker/RHB-UKM
Endowment Chair
Holder

Prof. Dr. Ujwal Kayande

Director of
The Centre for Business Analytics
Melbourne Business School



Professor Ujwal Kayande is the Founding Director of the Centre for Business Analytics at Melbourne Business School (MBS). He is also a Professor of Marketing at MBS, the Co-Director of the 'Delivering Value through Digital' joint program with the University of Oxford, and the RHB-UKM Endowment Chair Holder in Analytics at Universiti Kebangsaan Malaysia.

Ujwal has previously taught Marketing Analytics and Strategy at several leading business schools such as Penn State University and the Wharton School. He has received numerous teaching and international research accolades throughout his career and is a sought-after media commentator on data matters.

He has successfully delivered execution education programs on data analytics to senior leaders of companies across the world. Ujwal currently sits on the Advisory Boards of two technology start-ups.

Moderator

Amin Idris

TV Host/Master Trainer
Akademi Magnet Sukses Sdn.
Bhd.



Contact Person For Registration

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