



RHB-UKM ENDOWMENT FUND

# RHB-UKM WEBINAR

## DESIGNING ANALYTICS-BASED DECISION SUPPORT SYSTEMS TO IMPROVE ADOPTION OF ANALYTICS

### DATE

25 May  
2021

### HOUR

11am-12pm  
(GMT+8)

### PLATFORM



ZOOM

### Designing analytics-based decision support systems to improve adoption of analytics

Synopsis: Analytics is now ubiquitous in the modern organisation. Many decisions, such as setting prices for thousands of items in a supermarket, are made by decision-support systems. While such analytics-based decision-support systems are becoming more commonplace, they are not always adopted as decision-makers consider the system to be a black-box. This talk will outline the problem and provide research-based solutions that assist in improving adoption rates of such systems.

### Contact Person For Registration

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RHB-UKM Endowment Chair Holder

**Prof. Dr. Ujwal Kayande**

Director of The Centre for Business Analytics  
Melbourne Business School

### 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 [rhbchair@ukm.edu.my](mailto:rhbchair@ukm.edu.my)

\*Certificate of attendance will be provided

\*Espel will be recorded for UKM staff

### Registration Form

Non-UKM Participants



<https://forms.gle/w9FwKukEtTKQ3GQY8>

RHB/UKM Participants



<https://forms.gle/fSe4uBUH56uWpETA7>

