

Department of Systems Engineering and Engineering Management

Seminar Series

Sustainable competitive advantage in turbulent business environments

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Date	19 May 2014 (Monday)
Time	2:30pm (Tea/Coffee service at 2:15pm)
Venue	B6619, 6/F, AC1

Abstract

The future competitiveness of manufacturing operations under dynamic and complex business environments relies on forward-thinking strategies. The objective of this paper is to identify and develop the operational competitiveness in a sustainable manner by implementing a unique sustainable competitive advantage (SCA) for managing dynamic business situations. This paper develops a theoretical approach to integrating the core factors which affect operational competitiveness performance, that is to say manufacturing strategy and transformational leadership with technology level, into conceptual analytical models to evaluate overall competitiveness, and utilises sense and respond (S&R) for dynamic decision-making to optimise resource allocations and adjust strategies in order to develop competitiveness potential in a sustainable manner. From the empirical research, the adjustments in manufacturing strategy and transformation leadership by implementing SCA through fast strategy with proposed models are found to be effective and successful in managing turbulent business environments such as the economic crisis. Such proactive operations are proposed as the unique SCA with empirical research carried out in a global context, which provides both theoretical significance and also practical benefit to conclude the experience of managing operations in turbulent business environments.

About the Speaker

Yang Liu has received his M.Sc. (Tech.) degree in Telecommunications Engineering and D.Sc. (Tech.) degree in Industrial Management both from the University of Vaasa, Finland. He currently works as a University Lecturer in the Department of Information Technology at Vaasa University of Applied Sciences, and responsible of international joint education program as well as project leader of Botnia RoboCup SSL team. Meanwhile he is the FINNIPS country coordinator and supervisor of China, which is under direct administration of the Finnish National Board of Education. He also works as an Adjunct Professor in the Department of Production at University of Vaasa. He holds Visiting Professorship in multiple universities as well. He has published over 60 scientific articles in refereed journals and conferences and serves as referee in multiple ISI ranked leading journals such as EJOR, IJPE, IJPR, IMDS, SMCA, HERA, etc. His publications have appeared in distinguished journals such as IJPR and SIGPRO. His main research interests include global operational competitiveness and competitive advantage; short-range wireless communications, wireless sensor and actuator networks; control systems and autonomous robots; signal processing.

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All are Welcome!