

Communication Management Colloquium 2019

Organised by Lee Kong Chian School of Business (LKCSB)

“Communication, Data, and Design: A Crossroad”

18 November 2019

School of Law Level 2 SR2.02

Programme Schedule

Time	Programme	Speaker
1300hr	<i>Welcome and Introductions</i>	Associate Professor Mark <u>CHONG</u> SMU
1310hr	<i>Promoting Persistence and Diversity with Psychologically Inclusive Design</i>	Assistant Professor Rene <u>KIZILCEC</u> Cornell University
1400hr	<i>Mobile and Wearable Interface Design Inspired by User Data</i>	Assistant Professor Kening <u>ZHU</u> City University of Hong Kong
1445hr	<i>The Rise of Generative Design and Synthetic Media</i>	Executive Technology Director Laurent <u>THEVENET</u> R/GA
1530hr	Tea Break	
1600hr	<i>Analyzing Persuasion and Inspiration in TED Talks Using Text Mining</i>	Assistant Professor Swapna <u>GOTTIPATI</u> SMU Associate Professor Mark <u>CHONG</u> SMU
1645hr	<i>Blowing, Fast and Slow: How the Temporal Units for a Hurricane Forecast Map Shapes Consumer Judgements and Choices</i>	Assistant Professor Sungjong <u>ROH</u> SMU
1730hr	<i>Closing Remarks</i>	Dean Gerard <u>GEORGE</u> SMU