

SERIES OF LECTURES:

- DOTTORATO DI CULTURA E IMPRESA
- DOTTORATO DI ECONOMIA AZIENDALE

Co-ordination:

Prof. ROBERTO CORRADETTI - Università di Torino

Prof. GIUSEPPE TARDIVO - Università di Torino

Dott. ENNIO DAVIDE ISAIA - Università di Torino

***APPLICATIONS
OF STATISTICS
IN BUSINESS AND INDUSTRY***

Professor Ron S. Kenett

Tuesday October 5th 2004

STRATEGIC MANAGEMENT

*Where are we – where do we want to go –
how will we get there*

9.00 Strategic Planning Models

a review of the various models used in strategic planning of high tech companies (Boston Consulting Group, Arthur D. Little, etc...)

10.30 Break

11.00 Balanced Scorecards

balanced strategies and measurement based management systems

12.30 Lunch Break

14.00 Real Options

an application of decision tree analysis and Black Shultz valuation to managing project portfolios

15.30 Discussion

16.00 End of Session

Wednesday October 6th 2004

OPERATIONAL EXCELLENCE

*How to deploy our plan – how to carry it out –
how to monitor it*

9.00 Six Sigma

the Juran trilogy, company wide process improvement strategies

10.30 Break

11.00 Design of Experiments

the experimental design strategy, robust designs, multiobjective optimization

12.30 Lunch Break

14.00 Statistical Process Control

analyzing managerial data, basic MR control charts, bootstrapping, multivariate quality control

15.30 Discussion

16.00 End of Session

Thursday October 7th 2004

UNDERSTANDING THE CUSTOMER

How to measure customer satisfaction – how to determine customer profiles – how to integrate all of this

9.00 Customer Satisfaction Surveys and Statistical Data analysis

modern techniques for implementing and analyzing customer satisfaction surveys.

10.30 Break

11.00 Data Mining

decision trees and their application to churn management and customer profiling

12.30 Discussion

13.00 End of Session

For more informations: isaia@econ.unito.it

RON S. KENETT

B.Sc. in Mathematics (1974) with a major in Statistics, London University (First Class Honors). Ph.D. in Mathematics (1978) Weizmann Institute of Science, Rehovot, Israel.

INTERESTS AND EXPERTISE

*Strategic Planning and Quality Management
Industrial Statistics and Biostatistics
Statistical Process Control and Design of Experiments
Change Management and Knowledge Engineering
Software Process Quality Management and Software Reliability*

POSITIONS HELD IN ACADEMIA:

Adjunct Full Professor: The College of Management, Rishon LeTzion, Israel (2002-2003); The Weizmann Institute of Science, Rehovot, Israel (2000-2001); Tel-Aviv University (1993- 2000).

Full Professor: State University of New York, School of Management, Binghamton, New York (1989 - 1993).

Visiting Professor, State University of New York, School of Management, Binghamton, New York (1987-1989).

Adjunct Associate Professor: Tel-Aviv University (1982-1990), The Technion, Faculty of Industrial Engineering (1986), Rutgers University, Department of Statistics (1981).

Lecturer, University of Wisconsin-Madison, Department of Statistics (1978-1980).

Visiting Scholar, Stanford University, Department of Mathematics (1975).

POSITIONS HELD IN BUSINESS AND INDUSTRY:

Founder, Senior Partner and CEO, KPA Ltd. (1990-present).

Founder, Babylon Ltd. (1997).

Member of the Board, Ergolight Ltd. (1999-present).

Member of the Board, Israel Business Generator Ltd. (1996-present).

Director of Statistical Methods, Tadiran Telecommunications Group (1981-1990).

Member of Technical Staff, Bell Laboratories, New Jersey (1980-1981).

MEMBERSHIPS IN PROFESSIONAL SOCIETIES:

Fellow of the: Royal Statistical Society; Institute of Statisticians

Associate of the Royal College of Science

Senior Member of the American Society for Quality Control

Member of the: Board of the Israeli Statistical Association;

Elected member of the council of ENBIS, the European Network for Business and Industrial Statistics



DIPARTIMENTO DI STATISTICA E MATEMATICA

APPLICATA ALLE SCIENZE UMANE

'Diego de Castro'

ISASUT – International School of Advanced Study of
the University of Turin –

FONDAZIONE "Franca e Diego de Castro"

Series of lectures

APPLICATIONS OF STATISTICS IN BUSINESS AND INDUSTRY

Turin, 5-7 October 2004

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