

SERIES OF LECTURES:

- DOTTORATO DI CULTURA E IMPRESA
- DOTTORATO DI ECONOMIA AZIENDALE

### Co-ordination:

Prof. ROBERTO CORRADETTI - Università di Torino

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

Professor Ron S. Kenett

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Monday December 10th 2007

## RISK MANAGEMENT

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### *15.00 Basic Risk Management*

A review of the various models and tools used in Risk Management

### *16.00 Break*

### *16.30 Advanced Risk Management*

Applications of Bayesian Networks, Association Rules and Logistic Regression to risk management with case studies from the MUSING project

### *17.30 Open Discussion*

### *18.00 End of Session*

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Tuesday December 11th 2004

## CUSTOMER SATISFACTION SURVEYS

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### *9.00 Basics of Customer Satisfaction Surveys*

Questionnaire design, planning a survey, closing the loop, internet surveys

### *10.30 Break*

### *11.00 Advanced Analysis of Customer Surveys*

Applications of net promoter indices, Bayesian Networks and conceptual maps to customer satisfaction data.

### *12.30 Lunch Break*

### *14.00 Integrated Models*

Integration of Voice of the Customer, Voice of the Workforce and Voice of the Process.

### *15.30 Discussion*

### *16.00 End of Session*

## **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:

*Visiting Professor: University of Torino, Torino, Italy  
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;  
Past President of ENBIS, the European Network for Business and Industrial Statistics  
Elected Member of the International Statistical Institute*



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

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

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Turin, 10-11 December 2007

Dipartimento di Statistica e Matematica  
Applicata alle Scienze Umane 'Diego de Castro'  
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