

SESSION 4: CREATIVE SOCIAL NETWORKING

Synopsis

Technology and social network-based entrepreneurship form a critical link between development of knowledge and economic growth and thus are prerequisites for implementing innovation within companies. Even large investments in knowledge will not ensure economic outcomes if not supported by commercialisation of universal technologies. Effective online collaboration re-created the way in which individuals and businesses use internet to collaborate seamlessly. New generations of internet applications and social media services feature personalised content and offer the ability to exchange data and media with other users. The emergence and popularity of online social networks in recent years has changed the internet ecosystem. This session would focus on the important role played by technology and online collaboration tools in modern day innovations while also paying attention to the challenges and risks involved in dealing with these tools.

Speaker



Dr. David R. Hardoon,
Associate Director, Advisory Services, Advanced Analytics
Ernst & Young Advisory Pte Ltd, Singapore

David R. Hardoon is an Associate Director of Business Analytics at Ernst & Young Advisory Pte Ltd. He leads the advanced analytics practice and is responsible for the positioning of business analytics advisory and services to clients across different business sectors. He is also an Adjunct Faculty Member of School of Information Systems and Singapore Management University in Singapore and an Honorary Senior Research Associate at the Centre for Computational Statistics & Machine Learning,

University College London in the United Kingdom. Dr. Hardoon has been engaged at various conferences and workshops to speak on research and business related topics in machine learning, data mining, and business analytics. He also regularly tutors, advises, and provides consulting support in his field of expertise, Analytics and Business Analytics. He also has established expertise in developing and applying computational analytical models for business knowledge discovery and analysis and has been involved in research projects in the domains of taxonomy, neuroscience, aerospace and finance. Dr. Hardoon received his doctorate in Computer Science in the field of Machine Learning from the University of Southampton in 2006 and was awarded first class honors in B.Sc. Computer Science and Artificial Intelligence at Royal Holloway, University of London in 2002.

Panelists



Rohan Jayaweera
Sri Lanka Country
Consultant
Google Asia Pacific



Earl Bumotad
Digital Consultant
Momentus (Pvt) Ltd.

Rohan Jayaweera, is the first and the only employee appointed by Google for Sri Lanka. He joined Google approximately 15 months ago and before Google, Rohan was based in Singapore as a business consultant. Prior to moving to Singapore Rohan worked for Cisco, Lenovo & IBM.

Rohan has Bachelor of Science in electronic & telecommunication from University of Moratuwa, Professional postgraduate diploma in marketing from CIM U.K. & a MBA in International Business from Australia. He is currently studying for his second Masters in Business & Technology. Rohan also holds a professional certification on global strategy from INSEAD.

Earl is the Digital Consultant for Momentus, a subsidiary of Media Factory Group. He began his career in digital media in 2007 as an online copywriter. Today, Earl consults for brands like Mobitel, Red Bull, Ceylon Agro Industries, and Vasan Eye Care to name a few. He has been helping companies translate overall business and marketing objectives into successful online strategies. As a passionate social media professional, Earl has been a firm advocate of brands and businesses “being social” rather than focusing on how to do social media.