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(Lewis & Alex - Creative team in erm...London)

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Leading Marketing Professor Irene Ng joins WMG at the University of Warwick

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Posted by Katy Cowan in News on Friday 12th August 2011. Tagged with warwick, University, Marketing.

WMG at the University of Warwick have just appointed Irene Ng as Professor of Marketing and Service Systems. Irene was the founder and director of the Centre for Service Research and the Professor of Marketing Science at the University of Exeter's Business School as well as an ESRC/AIM Services Fellow.



She has been on research leave from the University of Exeter for 3 years based at the University of Cambridge Engineering Department's Distributed Information and Automation Laboratory, and she will join WMG on September 1st. Irene will be based in WMG's International Digital Laboratory leading the new Service Systems area of research.

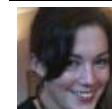
Irene's research brings the customer centricity of marketing through the understanding of value - designing, co-creating, pricing, innovating and the transformation of businesses around value particularly on value creation in socio-technical complex service systems. Just last month her jointly edited book "Complex Engineering Service Systems: Concepts and Research" was published.

Its back cover describes it thus: "For manufacturers of complex engineering equipment, the focus on service and achieving outcomes for customers is the key to growth. Yet, the capability to design and manufacture complex engineered products for systemic and integrated customer outcomes is less understood. Taking a trans-disciplinary approach, Complex Engineering Service Systems covers various aspects of service in complex engineering systems, with perspectives from engineering, management, design, operations research, strategy, marketing and operations management that are relevant to different disciplines, organisation functions, and geographic locations."

Irene has published numerous international articles in the domain of management, marketing, engineering, information systems, economics, education and sociology. As well as researching how to meet the needs of customers, Irene also has significant business experience. Before entering academia, she was the CEO of SA Tours, one of the largest tour operator in Southeast Asia based in Malaysia, Singapore and China and the founder and CEO of Empress Cruise Lines.

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Written by *Katy Cowan* on Friday 12th August 2011

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