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Professor Irene Ng joins WMG at University of Warwick

[Manufacturing News](#), Source : British Industry
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After three years on research leave from the University of Exeter, Ms Ng will join WMG as Professor of Marketing and Service Systems.



Ms Ng will be based in WMG's International Digital Laboratory, leading the new Service Systems area of research. While on research leave from the University of Exeter, she has been based at the University of Cambridge Engineering Department's Distributed Information and Automation Laboratory.

Ng specialises in customer-centric approaches to 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 and complex service systems.

Last month she published a book – 'Complex Engineering Service Systems: Concepts and Research'. According to the blurb, it educates manufacturers of complex engineering equipment about the need to focus on service and achieving outcomes for customers. She posits that the capability to design and manufacture complex engineered products for systemic and integrated customer outcomes is less understood in the industry.

Taking a trans-disciplinary approach, her book covers various aspects of service in complex engineering systems, with perspectives from all parts of any given manufacturing operation that are relevant to different disciplines, organisation functions, and geographic locations.

As well as publishing her new book, Ng has published numerous international articles in the domain of management, marketing, engineering, information systems, economics, education and sociology.

WMG was established by Professor Lord Kumar Bhattacharyya in 1980. Formerly known as Warwick Manufacturing Group, it is an international group with collaborative centres in the UK, India, China, Malaysia, Russia, Singapore and Thailand.

George Archer

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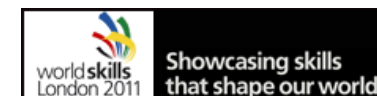
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