

NAME: Lena Irene Cheng Leng **Ng**

Affiliations:

*Professor of Marketing and Service Systems, Warwick Manufacturing Group, University of Warwick
Director, International Institute for Product & Service Innovation
Senior Member, Wolfson College Cambridge*

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Biodata

I'm an academic and entrepreneur. I have a BSc. Degree in Physics and Applied Physics from the National University of Singapore and a PhD, specialising in economic pricing models also from National University of Singapore. In my early career, I was CEO of SA Tours and Travel group of companies (Singapore, Malaysia, China and UK) and founded Empress Cruise Lines, a company with an annual turnover of USD250m which I sold in 1996. I am currently the Director of Institute for Product and Service Innovation and the Professor of Marketing and Service Systems at the Warwick Manufacturing Group, University of Warwick. I am also the founder, Chairman and Chief Economist of the Hub-of-all-Things (HAT) Foundation (<http://hubofallthings.com>) and the creator of the HAT, a personal micro-server. I am both a scientist and a social scientist, I am advisor to several large organisations, startups and governments on design of markets, economic and business models. I am one of the ESRC/Innovate UK Caucus Thought Leaders (<http://innovationcaucus.co.uk>) the ESRC/AIM Services Fellow and the ESRC/NIHR Fellow. My personal website is at <http://ireneng.com>.

ACADEMIC QUALIFICATIONS

1997 - 2005	National University of Singapore Ph.D. (Mgt) in Marketing Science
2004	University of Nottingham Postgraduate Certificate in Higher Education (PGCHE)
1983 - 1986	National University of Singapore B.Sc. (Physics, App Physics & Computer Programming)

Appointments

2012-current	Director, International Institute for Product & Service Innovation, WMG, University of Warwick
2011-current	Professor of Marketing and Service Systems, WMG, University of Warwick
2009-2011	Professor of Marketing Science, University of Exeter
2007-2008	Associate Professor of Marketing, University of Exeter
2006-2007	Senior Lecturer of Marketing, University of Exeter

2003-2006	Lecturer of Marketing, University of Exeter
2002-2003	Assistant Professor, University of Nottingham, Malaysian campus
1996-2002	Executive Vice Chairman, SA Tours Group of Companies (while pursuing graduate studies)
1993-1996	Founder and Chief Executive Officer, Empress Cruise Lines
1991-1993	Managing Director (CEO), SA Tours Kuala Lumpur
1991.	Executive Director (COO), SA Tours Kuala Lumpur
1988-1989	Administrative and IS Manager, Natwest Group of Companies, Malaysia & Singapore
1987-1988	Programmer and Systems Analyst, Natwest Group of Companies, Malaysia & Singapore
1986-1987	Manager, Chung San Trading Inc., Los Angeles, California
1986	Sales and IS Executive, Greenridge Development Pte Ltd, Singapore

RESEARCH

External Grants

2018	£811,014 RCUK Dynamic, Real Time, On-Demand Personalisation for Scaling (DROPS) (PI)
2016	£1,087,971 , ACCEPT: Addressing Cybersecurity and Cybercrime via a co-Evolutionary aPproach to reducing human-relaTed risks, EP/P011896/1, Warwick portion £304,544) (Co-I)
2016	£1,005,831 , RCUK Control and Trust as Moderating Mechanisms in addressing Vulnerability for the Design of Business and Economic Models (ConTriVE), EP/N028422/1, Warwick portion £540,963) (PI)
2015	£32,430 ESRC/InnovateUK Innovation Caucus Thought Leader (PI)
2014	£10,000 British Academy-SAMS Small Research Grant: <i>Smart City and Smart Citizens: New Business and Economic Models of Urban Living</i> , EP/L023911/1 (PI)
2014	£481,591 RCUK/EP SRC Research in the Wild: Smart Me versus Smart Things: The Development of a Personal Resource Planning (PRP) System through Human Interactions with Data Enabled by the IoT (PI)
2013	£3.148m , EPSRC Robotics and Autonomous Systems: The Smart and Connected Vehicle with Kumar Bhattacharyya, Mark Swift, Mark Williams, Gunwant Dhadyalla, Dariusz Ceglarek, Alan Chalmers, Stewart Birrell, Robert Harrison, Paul Jennings, (Co-I) Funded by: EPSRC, Project Start Date 01-07-2013 - Project End Date 30-06-2017, EP/K011618/1
2013	£40,000 EPSRC Case award with BAE Systems, Exploitation of Additive Manufacturing (AM) for the Manufacture of Components for Armoured Fighting Vehicles (AFV)
2013	£28,469 ESRC Seminars - <i>Business Models: Fasttracking Competitive Advantage</i> (Co-I) with Nicolas O'Regan, UWE as PI, Jonathan Levie, Abby Ghobadian, Katy Mason and Andi Smart ES/L000520/1 (Co-I)
2013	£1,237,007 RCUK: <i>Home Hub-of-all-Things (HAT) as Platform for Multi-sided Market powered by Internet-of-Things: Opportunities for New Economic & Business Model</i> (PI) EP/K039911/1
2013	£50,000 Horizon Hub SeRTES co-funding (PI)
2012	£50,471 Dot.rural SeRTES co-funding
2012	£1.5m RCUK New Economic Models in the Digital Economy (co-I), EP/K003542/1, Warwick portion £144,227

- 2012** **£249,631** EPSRC Creative Greenhouse project: *Sense-Making Representation of a Technology-enabled Society* (SeRTES), (PI) EP/J021601/1
- 2011** **£552,930**, EU FP7: *Lean Product and Process Development*
- 2011** **£360,162** EPSRC: *Co-production of Physical Products and Value Co-creation - Scalability in the Wild with Cadbury* (QR grant – Exeter Engineering and Business School with Brunel – spend budget £319,840) (transferred to Warwick £76,286)
- 2010** **£412,245** EPSRC: *C-AWARE: Enabling Consumer Awareness of Carbon Footprint through Mobile Service Innovation* with China Mobile (Cambridge School of Computer Science (Ian Leslie)/Nottingham (Derek McAuley)/Exeter) (QR grant – spend budget - £23,470) (PI) (transferred to Warwick £11,195) EP/1000186/2
- 2010** **£57,040** ESRC/NHS Public Sector Placement Fellowship at Addenbrookes Hospital and the University of Cambridge School of Clinical Medicine: *Evaluating Value Co-creation in a Complex Service System of Multiple Stakeholder Outcomes* (QR grant) (PI)
- 2009** **£2,179,600** EPSRC Collaborative KTA on Service Toolkits led by University of Cambridge, with Cranfield, Bath and Nottingham (QR grant) (QR grant – spend budget - £128,536) (transferred to Warwick £60,614)
- 2009** **£25,000**, NHS South Devon Primary Care Trust project on value co-creation in the provision of AMD service (*consultancy*)
- 2008** **£169,968** ESRC/AIM Fellowship on Services – Lead Services Fellow (QR grant)
- 2008** **£124,080** Knowledge Transfer Partnership (KTP) with Harmonic Ltd (QR grant)
- 2007** **£2,088,436** EPSRC / BAE Systems *Support Service Solutions: Strategy and Transition – The S4T Programme*: a grant consortium led by University of Cambridge with Duncan McFarlane, Nigel Caldwell (Bath), Richard Curran (Queens Belfast), Andrew Graves (Bath), Michael Henshaw (Loughborough), Chris Hockley, Alison McKay (Leeds), Ken Platts (Cambridge), David Probert, Rajkumar Roy (Cranfield), Svetan Ratchev (Nottingham), Ashutosh Tiwari (Cranfield), Wenbin Wang (Salford) (QR grant – spend budget - £97,000) EP/F038526/1
- 2007** **£112,800** Knowledge Transfer Partnership (KTP) with Handle with Care Ltd (QR grant)
- 2007** **£5,000** Northcote Devon Foundation – research project on grant effectiveness (*consultancy*)
- 2006** **£100,544** Knowledge Transfer Partnership (KTP) with Bristol Fluid System Technologies Limited (QR grant)

Internal Grants

- 2017** **£11,917** from the University of Warwick's Institute of Advanced Study (IAS) for the 4th Competitive Advantage in the Digital Economy
- 2016** **£11,532** from the University of Warwick's Institute of Advanced Study (IAS) for the 3rd Competitive Advantage in the Digital Economy (CADE 2016) Summer School
- 2007** **£35,000** from the University of Exeter's strategic development fund for pump priming the MSc Service Science and Management programme
- 2006** **£30,100** Commercialisation of the XFORA IP (from HEIF)

POSTGRADUATE RESEARCH STUDENTS

David Reynolds (from October 2012)

Philip Davies (from January 2014)
Max Green (from October 2014)

Peter Ward (graduated 2017)
Laura Phillips (graduated 2014)
Nick Yip (graduated 2012)
Lei Guo (graduated 2010)
Paul Tseng (graduated 2008)

EXTERNAL RECOGNITION

Funded Fellowships & Appointments

2015 ESRC/InnovateUK Caucus Thought Leader
2010 ESRC/NIHR Public Sector Placement Fellow (1.0FTE Apr – Sep 2010)
2008 – 2010 ESRC/AIM Service Fellow (0.6FTE Oct 2008 – Sep 2010)
2008 – 2009 ESRC/AIM Lead Service Fellow (0.1FTE Oct 2008 – Dec 2009)
(stepped down as Lead Fellow due to NIHR fellowship appointment)

Professional Appointments and Positions

2015 Advisory Board Member, Service Innovation for Sustainable Business, *Service Research Center (CTF), Karlstad, Sweden*
2014- International Advisory Board Member, Center for Service Innovation, Norwegian School of Economics
2011 – 13 Adjunct Professor, National University of Singapore
2011 – CTF International Fellow, *Service Research Centre, Karlstad, Sweden*
2010 – Visiting Fellow, *Wolfson College, University of Cambridge*
2010 – Academic Advisor, *Cambridge University Health Partners*
2010 – Honorary Senior Visiting Fellow, *School of Clinical Medicine, University of Cambridge*
2009 Visiting Professor, *University of Valencia, Spain*
2008 Visiting Professor, *Mannheim Business School, Germany*
2008 – Visiting Research Fellow, *Institute for Manufacturing, University of Cambridge*
2007 – Member, International Advisory Board, *Pertanika, Universiti Putra Malaysia*
2004 – Group Vice Chairman and Board Director (non-Executive), *SA Tours Group of Companies, Malaysia, Singapore and China*
2004 – Honorary Professor, *University Tunku Abdul Rahman, Malaysia*

Speaker Invitations: Academic Conferences

Discussant, “The Internet-of-Everything & The Future of Service”, 24th Annual Frontiers in Service Conference, July 9-12, 2015, San Jose, California

Keynote Speaker, “Personal Data as an Amplification of Human Capability on the HAT”, 1st Service Systems Forum 2015, May 26-27, 2015, Venice, Italy

Speaker, Workshop to Develop a Research Agenda for Service Innovation for the US National Science Foundation (NSF), Washington, DC, April 10-11, 2014 (http://ccss.ucmerced.edu/wp-content/uploads/2014/10/NSF-Report.final_.pdf)

Digital Economy 2013: Open Digital

Speaker, "Hub-of-all-Things (HAT): Health and Wellbeing: Observing our Own Behaviours from the Way We Consume Products", IDH Conference 2013, Coventry, UK

Speaker, "Creating New Markets: A Theory of Latent Demand", *2013 Frontiers in Service Conference*, 4-7 July, 2013, Taipei, Taiwan

Speaker, "Future of Value Creation: Creating New Markets in Context & New Systemic Business Models", *46th Hawaii International Conference on System Sciences (HICSS-46)*, 7-10 Jan, 2013, Grand Wailea, Maui, Hawaii

Speaker, "The Shifting Boundaries of Marketing and Operations under Service-Dominant Logic", *INFORMS MSOM (Manufacturing and Service Operations Management) Conference*, 17-19 June, 2012, New York, USA

Speaker, "Value-creating Service Systems: A Transdisciplinary Research Agenda", *21st Annual Frontiers in Service Conference*, 14-17 June, 2012, Maryland, USA

Speaker, "Role of Marketing in Design, Technology and Engineering (DTE): Representing Customers and Beyond" & "The Roles of Contextual Variety and Means Drivenness in Driving Continuing Use of Information Technology", *AMA SERVSIG International Service Research Conference (SERVSIG 2012)*, 7-9 June, 2012, Helsinki, Finland

Speaker, "An Integrative Framework of Value", *12th International Research Conference in Service Management*, 29 May – 1 June, 2012, La Londe les Maures, France

Speaker, "Crises and Advancement of Service Systems Economies", *Cambridge Service Week Academic Conference - Understanding Complex Service Systems Through Different Lenses*, 22-23 Sept 2011, Cambridge, UK

Speaker, "Value, variety and viability: designing for co-creation in a complex system of direct and indirect (goods) service value proposition", *The 2011 Naples Forum on Service - Service Dominant logic, Network & Systems Theory and Service Science: integrating three perspectives for a new service agenda*, 14-17 June 2011, Capri, Italy

Speaker, "Transitioning from Goods Dominant Logic to Service Dominant Logic: The Case of Rolls Royce", *QUIS12 (The 12th International Research Symposium on Service Excellence in Management)*, 2-5 June 2011, Ithaca, New York, USA

Speaker, *11th International Research Seminar in Services Management*, 25-28 May 2010, La Londe, France

Speaker, *19th Frontiers in Services*, 14 June 2010, Karlstad, Sweden

Speaker Invitations: Industry Lectures, Professional Seminars & Keynote Addresses

Recent engagements

Keynote speaker, "Mastering Service for the Future of Things" Compete Through Service Symposium, 26-28 Oct, 2016, Phoenix, Arizona

Keynote speaker, "Servitization and the Service of Things: A Customer Co-created Approach" Aftermarket Business Platform 2016, 19-21 October 2016, Frankfurt, Germany

Keynote speaker, "Hub-of-all-Things: The HAT Story" Empowering People With Their Data session, MyData 2016, 31 Aug-2 Sept 2016, Helsinki, Finland

Speaker, 'Payment is applause: markets and business models past, present and future', Wolfson College Cambridge 50th anniversary distinguished lecture series, 18 Nov 2015, Cambridge

Keynote speaker, "Engineering a Market for Personal Data: the HAT and the future of the Internet-of-Things" ASAP Service Management Forum Annual Conference, 12-13 Oct, 2015, Milan, Italy

Keynote speaker, "The University and the Internet-of-Things" SCONUL Conference and AGM 2015, Southampton, 2 July 2015

Speaker, "Why Invest In: Digital Economy", Innovate UK 2014, London, UK, 5 Nov 2014

Speaker, "The Data Economy", FutureEverything, Manchester, 1 April 2014

Keynote speaker, "Creating New Markets in the Digital Economy", FT Mobile Business Futures Summit: Leveraging Real-Time Mobility Intelligence for Business Success, London, UK, 4 Dec 2013

Keynote speaker, "The Future of 'Incomplete' Products in the Connected Digital Economy: Implications for Design and Manufacturing", SIMTech Annual Manufacturing Forum, Singapore, 23 Oct 2013

Keynote speaker, "New Business & Economic Models in the Connected Digital Economy: Implications for Research", A*star Scientific Conference, Singapore, 21 & 22 Oct 2013

Speaker, "New Business Models in the Digital Ecosystem", Institute of Systems Science, National University of Singapore, Singapore, 18 July 2013

Interview, BBC Peter Day's World of Business "New Normal" http://downloads.bbc.co.uk/podcasts/radio/worldbiz/worldbiz_20130119-0050a.mp3

Speaker, "Value", I am Seeing Things Symposium, Rice Talbot Gallery, Edinburgh, UK, 25 October 2012

Keynote speaker, "Value and the Creation of New Markets in the Digital Economy", Bristol and South West NextGen Roadshow, Bristol, UK, 17 July 2012

Keynote speaker, "Value Co-Creation in an Interconnected World Leveraging technologies for innovation," Glaxo-Smith-Kline Global Supply Chain Logistics Engagement Meeting, North Mymms, UK, 6 Feb 2012

Keynote speaker, "Blurring the Boundaries of Manufacturing and Service", CTF 25th Anniversary, Karlstad University, Karlstad, Sweden, 17 Nov 2011

Keynote speaker, "Value Co-creation and Outcomes: Impact on Operations Management", 4th EurOMA Forum on Service Operations Management, Florence, Italy, 19 Sept 2011

Speaker, "Innovating on Value: An SD Logic Approach", *Inaugural Lecture in the Conversations with Wolfson College Cambridge series*, 13 Aug, 2011, Kuala Lumpur, Malaysia

Speaker, Innovative Thinking in Action: Hospitality and Tourism Sector. *Putting the Cutting Edge Back into Singapore's Service Landscape – Insights from Service Dominant Logic*, 11 Aug, 2011, Singapore

Keynote speaker, "The Future of (Co) Creating Value", *4th Annual Service Innovation Design Seminar*, 4 May 2011, Laurea University of Applied Sciences, Helsinki, Finland

Speaker, "Thinking Differently: Beyond Servitisation and Support Engineering – the case of Rolls Royce", *Presentation at Service Systems Forum, Institute for Manufacturing, University of Cambridge*, 29 Nov 2010, Cambridge, UK

Keynote Speaker, The Future of Delivering and Creating Value in Service, *IT&CMA and CTW Asia-Pacific Convention*, 5 Oct 2010, Bangkok, Thailand

Speaker, "Integration, Interconnectedness and Influence: Towards a Global Agenda for Impactful Service Research", *Presentation at Roundtable and Townhall Meeting: Grand Challenge Week in Service*, 23 Sept 2010, Cambridge, UK

Keynote speaker, Round table event at Bluefin Solutions: *Customer Service Excellence in Manufacturing*, 7 July 2010, Birmingham, UK

Speaker and Facilitator, *UUK: Pricing of UK Higher Education*, 1 July 2010, London, UK

Speaker, *Service Strategies In The Next Decade – Meet the Service Frontiers*, 14 June 2010, Stockholm, Sweden

Speaker, Value Co-creation in Outcome-based Contracts, Servitization of Manufacturing, *ESRC Social Science Week* (organised by AIM Research), 17 March 2010, London, UK

Speaker, "Embedding The New Discipline Of Service Science", *Tokyo Institute of Technology, Third workshop and Symposium on the Service Science and Engineering*, 3-5 March 2010, Tokyo, Japan

Speaker, "Value Co-Creation in Outcome-based Complex Engineering Service Systems", 12 Feb 2010, IBM Watsons Research, Hawthorne, New York

Speaker, "Embedding the New Discipline of Service Science", *IBM Internal Worldwide Virtual Conference*, 2 Feb 2010, New York, USA

Research Service/Academic Leadership & Esteem

2017	Associate Editor, <i>Sage Handbook Of Service-Dominant Logic</i>
2016-2018	Guest Editor, <i>Journal of Service Management</i> Special issue
2016-2018	Guest Editor, <i>Service Science</i> Special issue on Service-Dominant Logic: Institutions, Service Ecosystems, and Technology
2016	Organising Committee Member, 5 th Forum on Markets and Marketing, Venice, Italy, June 13-16
2012 – present	Director, International Institute for Product and Service Innovation, WMG, University of Warwick

2007- present	Chair and founder, <i>Service Science Forum</i> , a forum of 30+ organizations in the UK that meets twice a year to discuss service research and practice
2007 – current	Editorial Board Member, <i>Journal of Service Management</i>
2006 – current	Reviewer, <i>Marketing Science</i> , <i>Service Industries Journal</i> , <i>European Journal of Operations Research (EJOR)</i> , <i>Journal of Service Research</i>
2006 – current	Referee, <i>Engineering and Physical Sciences Research Council</i> , (EPSRC)
2006 – current	Editorial Board Member, <i>International Journal of Revenue Management</i>
2004 – current	Editorial Board Member, <i>Journal of Revenue and Pricing Management</i>
2013 – current	Editorial Board Member, <i>Service Science</i>
2012	Guest Editor, <i>Journal of Service Management Special issue on the Management of Complex Engineering Service Systems</i> , forthcoming
2012	Guest Editor, <i>European Management Journal Special Issue on Research Perspectives in the Management of Complex Service Systems</i> , (Vol 30, Iss 5)
2011	Academic Lead and Organiser, Academic Conference on Understanding Complex Services Through Different Lenses, Sep 22-23, Cambridge
2010	Guest Editor, <i>Journal of Revenue & Pricing Management Special Issue on Pricing and Revenue Models in the new Service Economy</i> (Vol. 9, Iss 3)
2010	Co-Chair with Robert Lusch and Stephen Vargo, Forum on Markets and Marketing, Extending the Service Dominant Logic, Cambridge, Sept 24-26
2010	Chair and Organiser, Doctoral Symposium on Service, Grand Challenge week in Service, University of Cambridge, 21 Sep 21 2010 (25 doctoral students from 10 countries)
2010	Chair and Organiser, Roundtable and Townhall Meeting, Grand Challenge week in Service, University of Cambridge, 21 Sep 2010 (global meeting of service researchers)
2010	Co-organiser, Grand Challenge week in Service (http://www.ifm.eng.cam.ac.uk/service/events/serviceweek/)
2009 – 2010	Lead Investigator, S4T grant consortium in Cambridge (took over from Duncan MacFarlane)

PUBLICATION RECORD (RECENT – 2008-2015)

Working Papers

Chandler, Jennifer, Ilias Danatzis, Carolin Wernicke, Melissa Akaka, David Reynolds, **Irene CL Ng** (2015) “The Value of Cloud Computing for the end-user: designing the HAT personal data platform”, under preparation for *Journal of Management Information Systems*

Ng, Irene C.L. & Susan Wakenshaw, “The Role of Marketing in the Design and Innovation of Future Products in the Connected Digital Economy”, under review in *Journal of Services Marketing*

Wakenshaw, Susan, Laura Philips and **Irene CL Ng**, (2015) “Value Definitions and Customer Consciousness”,

Wakenshaw S, W Venters , **ICL Ng**, A Lloyd, "Sense-Making of Consumer Wellbeing in Information Technology-Enabled Services From A Relational Ontology Position", under review in *Journal of Service Management*

Ng, Irene CL, Sai Nudurupati and Paul Tasker "Value Co-creation in Outcome-based Contracts for Equipment-based Service", under review in *Marketing Theory*. AIM working paper series, WP No 77 - May – 2010 <http://www.aimresearch.org/index.php?page=wp-no-77>

Ng, Irene C.L., Lei Guo and Yi Ding (2011), "The Use of Information Technology as Value Co-creation: The Role of Contextual Variety and Means Drivenness", under preparation

Lei, Guo, Hean Tat Keh and **Irene C.L. Ng**, "The Influence of Customer Attractiveness on Salespeople's Relationship Orientation and Relational Selling Behaviors" under preparation

Books

Ng, Irene C.L. (2014) *Creating New Markets in the Digital Economy: Value and Worth*, Cambridge University Press, Cambridge, ISBN No. 9781107049352 (hardback)

Ng, Irene C.L. (2013) *Value and Worth: Creating New Markets in the Digital Economy*, Innovorsa Press, Cambridge, ISBN No. 978-0-9573553-0-9 (digital rights to Innovorsa Press, released Jan 2013)

Ng, Irene C.L., Glenn Parry, Duncan MacFarlane, Peter Wild and Paul Tasker (Eds) (2011), *Complex Engineering Service Systems: Concepts & Research*, (ISBN: 978-0-85729-188-2), London: Springer, including the four chapters:

- **Ng, Irene C.L.**, Glenn Parry, Duncan McFarlane and Paul Tasker, (2011), "Towards A Core Integrative Framework For Complex Engineering Service Systems" in *Complex Engineering Service Systems: Concepts & Research*, pp. 1-19, Ng, Irene C.L., Glenn Parry, Peter Wild, Duncan MacFarlane and Paul Tasker (Eds.) ISBN: 978-0-85729-188-2, London: Springer
- **Ng, Irene C.L.**, Glenn Parry, Duncan McFarlane and Paul Tasker, (2011), "Complex Engineering Service System: A Grand Challenge" in *Complex Engineering Service Systems: Concepts & Research*, Ng, Irene C.L., Glenn Parry, Peter Wild, Duncan MacFarlane and Paul Tasker (Eds.) ISBN: 978-0-85729-188-2, London: Springer
- **Ng, Irene C.L.**, Sai Nudurupati and Jason Williams, (2011) "Redefining Organizational Capability for Value Co-creation in Complex Engineering Service Systems in *Complex Engineering Service Systems: Concepts & Research*, Ng, Irene C.L., Glenn Parry, Peter Wild, Duncan MacFarlane and Paul Tasker (Eds.) ISBN: 978-0-85729-188-2, London: Springer
- Guo, Lei and **Irene C.L. Ng** (2011), "Behaviour transformation: An examination of relational governance in complex engineering service delivery," in *Complex Engineering Service Systems: Concepts & Research*, Ng, Irene C.L., Glenn Parry, Peter Wild, Duncan

MacFarlane and Paul Tasker (Eds.) ISBN: 978-0-85729-188-2,
London: Springer

Ng, Irene C. L. (2007) *The Pricing and Revenue Management of Services: A Strategic Approach* under the Advances in Management and Business Studies series, (ISBN: 978-0-41535-077-8), Abingdon, Oxford: Routledge, Taylor and Francis group (hardback released Jul 2007, paperback released Mar 2009)

Book Chapters

Ng, Irene C.L. And Susan Wakenshaw, (2018) "Service Ecosystems: A timely worldview for a connected, digital and data-driven economy" in *Handbook of Service Dominant Logic*, Robert Lusch and Stephen Vargo Eds, Sage

Ng, Irene C.L. , Paul Maglio, Jim Spohrer and Susan Wakenshaw (2018) "The Study of Service: From systems to ecosystems to ecology" in *Handbook of Service Dominant Logic*, Robert Lusch and Stephen Vargo Eds, Sage

Reynolds, D., & **Irene C.L. Ng**, (2015) "Four Axiomatic Requirements for Service Systems Research". In *Service Systems Science* (pp. 69-81). Kyoichi Kijima (Ed), Springer Japan.

Ng, Irene C.L., Stephen L Vargo and Laura Smith, (2013) "Recontextualising or Reconceptualising Service," in *Managing Services: Challenges and Innovation*, Kathryn Haynes and Irena Grugulis (Eds)

Smith, Laura and **Irene C.L. Ng** (2013), "Service Systems for Value Co-Creation". In *Managing Services: Challenges and Innovation*, Kathryn Haynes and Irena Grugulis (Eds)

Ponsignon, Frederic and **Irene C.L. Ng** (2012) "Axios: End-to-End Decision Support Tool for Innovation" in *Methods in Service Innovation - Current Trends and Future Perspectives*. Carsten Schultz, Walter Ganz and Gerhard Satzger (Eds)

Ng, Irene C.L., R.S. Maull and Laura Smith (2011) "Embedding the New Discipline of Service Science" in *The Science of Service Systems*, Demirkan, Spohrer and Krishna Eds., 2010 volume in "Service Science: Research and Innovations (SSRI) in the Service Economy" Book Series, Springer - ISSN: 1865-4924

Articles in Print or Accepted at Refereed Journals

Ng, Irene C.L. and Susan Y.L Wakenshaw (2017), "Internet-of Things: Review and Research Directions", *International Journal of Research in Marketing*, vol. 1, iss. 34, no.1, pp3-21, <https://doi.org/10.1016/j.ijresmar.2016.11.003>

Batista, L., S. Davis-Poynter, **Irene C.L. Ng**, Roger S. Maull, (2017) "Servitization through outcome-based contract: a systems perspective from the defence industry", *International Journal of Production Economics*, vol. 192, pp133-143, <https://doi.org/10.1016/j.ijpe.2016.12.005>

Green, Max, Phil Davies and **Irene C L Ng**, (2017) "Two Strands of Servitization:

A Thematic Analysis of Traditional and Customer Co-created Servitization and Future Research Directions, *International Journal of Production Economics*, Vol. 192, pp40-53, <https://doi.org/10.1016/j.ijpe.2017.01.009>

Perera, Charith, Susan Wakenshaw, Tim Baarslag, Hamed Haddadi , Arosha Bandara, Richard Mortier, Andy Crabtree, **Irene Ng**, Derek McAuley, Jon Crowcroft (2016) "Valorising the IoT Databox: Creating Value for Everyone", *Transactions on Emerging Telecommunications Technologies, Trans. Emerging Tel. Tech.* 2016; 00:1–17

Parry, G., Brax, S., Maull, R. and **Ng, Irene C L** (2016) Operationalising IoT for reverse supply: the development of Use-Visibility Measures. *Supply Chain Management: An International Journal*. Vol. 21 Iss: 2, pp.228 - 244
DOI: <http://dx.doi.org/10.1108/SCM-10-2015-0386>

Ng, Irene C.L., Kimberley Scharf, Ganna Pogrebna, Roger S. Maull (2015) Contextual Variety, Internet-Of-Things and The Choice of Tailoring over Platform: Mass Customisation Strategy in Supply Chain Management, *International Journal of Production Economics*, Vol 159, Jan, pp.76–87

Neely, Andy, **Irene Ng**, Rajkumar Roy (2014) Complex Engineering Service Systems. Guest Editorial: Special Issue on Complex Engineering Service Systems, *Journal of Service Management*, Vol 25 No 5. DOI: <http://dx.doi.org/10.1108/JOSM-03-2014-0080>

Haynes, Kathryn, Irena Grugulis, Martin Spring, Kate Blackmon, Giuliana Battisti, and **Irene C.L. Ng**, (2014), "A two-year stretch: the Functions of an identity workspace in mid-career identity work by Management Academics", *Journal of Management Inquiry*, Oct, Vol 23, No 4, pp.379-392 DOI: 10.1177/1056492614521692

Smith, Laura A., Maull, Roger, **Ng, Irene C. L.** (2014), "Servitization and operations management : a service dominant-logic approach. *International Journal of Operations & Production Management*, Volume 34 (Number 2), pp. 242-269

Ng, Irene C.L. (2013), "New business and economic models in the connected digital economy", *Journal of Revenue and Pricing Management*, 12, 6, pp1-7

Ng, Irene C.L., Xin Ding and Nick K.T. Yip (2013), "Outcome-based Contracts as New Business Model: The Role of Partnership and Value-driven Relational Assets," *Special issue on Business Models – Exploring value drivers and the role of marketing, Industrial Marketing Management*, 42, pp730-743

Ng, Irene and Luisa Andreu (2012) Guest Editorial: Special Issue on "Research Perspectives in the Management of Complex Service Systems", *European Management Journal*, Vol 30, Issue 5, pp405-409 (2*)

Andreu, Luisa, **Irene C.L. Ng**, Roger Maull, Warren Shadbolt, (2012), "Reducing the fear of crime in a community as a complex service system: The case of London Borough of Sutton", *European Management Journal*, Vol. 30, pp410-417 (2*)

Badinelli, R., Barile, S., Ng, **Irene C.L.**, Polese, F., Saviano, M., Di Nauta, P. (2012), "Viable Service Systems and Decision Making in Service Management," *Journal of Service Management*, Vol 23 (4), pp498-526 (2*)

Ng, Irene C.L., Glenn Parry, Roger Maull, Laura Smith, Gerard Briscoe (2012), "Transitioning from a Goods-Dominant to a Service-Dominant Logic: Visualising the Value Proposition of Rolls Royce," *Journal of Service Management*, Vol 23 (3), pp416-439 (2*)

Ng, Irene C.L., and Laura Smith (2012), "An Integrative Framework of Value" in *Review of Marketing Research* Special issue on *Toward a Better Understanding of the Role of Value in Markets and Marketing*, Stephen L. Vargo and Robert Lusch (Eds) Vol 9, pp 207-243

Ng, Irene C.L. and Gerard Briscoe, (2012) "Value, Variety and Viability: New Business Models for Co-Creation in Outcome-based Contracts," *International Journal of Service Science, Management, Engineering, and Technology*, 3(3), 26-48

Smith, Laura, **Irene CL Ng** and Roger Maull, (2012) "The Three Value Cycles of Equipment Based Service," *Production, Planning and Control*, Vol 23, Issue 7, pp1-18, DOI:10.1080/09537287.2011.640055 (3*)

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