
CURRICULUM VITAE

Name: Professor Irene C L Ng

Biodata: Professor of Marketing and Service Systems at Warwick Manufacturing Group (WMG), University of Warwick. Prior to joining academia in 2002, Irene was an entrepreneur for 16 years before going on to obtain her Ph.D in Marketing Science from the National University of Singapore. Her research lies in the understanding of value, rights and service ecosystems that she applies to the design of data markets and their economic and business models.

Academic Qualification

1997 - 2005 National University of Singapore Ph.D. (Marketing Science)

1983 - 1986 National University of Singapore B.Sc. (Physics)

Academic Position (since 2003)

2011-current Professor of Marketing & Service Systems, University of Warwick

2012-2018 Director, International Institute for Product & Service Innovation, 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

Executive Positions (since 2009)

2018-current Group CEO, Dataswift Group of Companies

1989-current Director, SA Travel Malaysia

2009-current Director, Innovorsa Group of Companies

Other Affiliations

2009- current Senior Member, Wolfson College, University of Cambridge

2019- current Advisory Board member, Lloyds Register

Key Grants

2018 **£811,014** 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 (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 (PI)

2015 **£32,430** ESRC/InnovateUK Innovation Caucus Thought Leader (PI)

2014 **£10,000** British Academy-SAMS Small Research Grant: *Smart City and Smart Citizens: New Business and Economic Models of Urban Living* (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 **£1,237,007** RCUK: *Home Hub-of-all-Things (HAT) as Platform for Multi-sided Market powered by Internet-of-Things: Opportunities for New Economic & Business Model* (PI) EP/K039911/1

2012 **£1.5m** RCUK *Digital Economy 'New Economic Models' Network+(NEMODE)*, Co-I

2012 **£249,631** EPSRC Creative Greenhouse project: *Sense Making Representation of a Technology-enabled Society* (SeRTES) (PI)

2011 **£360,162** EPSRC: *Co-production of Physical Products and Value Co-creation - Scalability in the Wild with Cadbury* (Co-I)

2010 **£412,245** EPSRC: *C-AWARE: Enabling Consumer Awareness of Carbon Footprint through Mobile Service Innovation* (Co-I)

2009 **£2,179,600** EPSRC Collaborative KTA on Service Toolkits (*QR grant*) (Co-I)

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– *The S4T Programme* (Co-I)

Funded Fellowships & Appointments

2018-2021 Turing Fellow, Alan Turing Institute

2015 ESRC/InnovateUK Caucus Thought Leader

2010 ESRC/NIHR Public Sector Placement Fellow

2008-2010 ESRC/AIM Service Fellow

Key Publications

- Philip Davies, Glenn Parry, Kyle Alves & **Irene C.L. Ng** (2020) How additive manufacturing allows products to absorb variety in use: empirical evidence from the defence industry, *Production Planning & Control*, DOI: [10.1080/09537287.2020.1810763](https://doi.org/10.1080/09537287.2020.1810763)
- David J. Langley, Jenny van Doorn, **Irene C.L. Ng**, Stefan Stieglitz, Alexander Lazovik, Albert Boonstrab, (2020), “The Internet of Everything: Smart things and their impact on business models,” *Journal of Business Research*, <https://doi.org/10.1016/j.jbusres.2019.12.035>
- 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
- 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*. 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
- 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
- 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

Key Press and Impact

Royal Society:

- Ng, Irene C.L. (2018) “HAT data ownership model: first party IPR for individuals”, in Data ownership, rights and controls: Reaching a common understanding: Discussions at a British Academy, 3 October 2018, <https://royalsociety.org/~media/policy/projects/data-governance/data-ownership-rights-and-controls-October-2018.pdf>
- Ng, Irene (2017) Provocation seminar paper for Data management and use: governance in the 21st century - Priorities for data governance: discussions at a British Academy and Royal Society https://royalsociety.org/~media/policy/Publications/2017/Data_management_and_use_governance_in_the_21st_century_2017_seminar_report.pdf?la=en-GB

WIRED: Articles at: <https://www.wired.co.uk/profile/irene-ng>

FT: *Redistributing the economic power of personal data. Podcast on the Financial Times, September 2018* <https://www.ft.com/content/476d5da0-5013-4122-8747-355a249f237d>

Scientific American

Article at: <https://www.scientificamerican.com/author/irene-ng/>

BBC:

<https://www.bbc.co.uk/news/business-47027072>
<https://www.bbc.co.uk/programmes/w3csczn0>

Oxford Union:

Professor Irene Ng | Full Address and Q&A | Oxford Union Web Series
<https://www.youtube.com/watch?v=Dzk-b-B3U9I&t=2449s>