

# Panels

## Global Supply Chain Management Panel

1:30 – 3:30 pm – Feb 18, 2025, Room 4

Panel Chair



**Dr. Sugoutam Ghosh**  
**Senior Lecturer**  
**Supply Chain and Logistics Programme**  
**School of Business**  
**Singapore University of Social Sciences (SUSS)**  
**Singapore**

**Sugoutam Ghosh** is a Senior Lecturer with Supply Chain and Logistics programme under the School of Business at Singapore University of Social Sciences University of Singapore (SUSS), Singapore. He is Head, Graduate Diploma in Logistics & Supply Chain Management. His key research area is inventory management and supply chain risk management. Dr Ghosh teaches courses on Operations Management, Inventory Management, Optimization and Simulation. He has worked in India, Turkey, Canada as well as Singapore. His research has been published in reputed journals like POM and EJOR. He received Ph.D. in Supply Chain Management from Nanyang Technological University, Singapore, MTech in Industrial Engineering and Management from Indian Institute of Technology, India and BE in Production Engineering, Jadavpur University, India.

Panel Speakers



**Chung Ming Law**  
**CEO**  
**Singapore Logistics Association**

Mr. Law has been the CEO of the Singapore Logistics Association (SLA) since November 2024, leading over 700 logistics enterprises in fostering industry growth through local and international collaborations. Before SLA, he was Executive Director of the Transport & Logistics Division at Enterprise Singapore (2021-2024) and spent nearly three decades in public service, specializing in trade, investment, and economic development. His roles included Centre Director in Taipei and Beijing, Regional Director in Guangzhou, and Group Director of China Group, where he drove Singapore-China economic initiatives like Guangzhou Knowledge City. As Group Director of Transport & Logistics at Enterprise Singapore, he led efforts in innovation, capability building, and international expansion across logistics, mobility, aviation, and supply chain sectors. Mr. Law holds a Bachelor of Business Administration (Second Upper Honours) from the National University of Singapore and an MBA from Tsinghua University. He is fluent in Mandarin and English.



**Professor Linda Zhang**  
**Full Professor of Operations Management**  
**Department of Management**  
**IESEG School of Management**  
**Paris, France**

**Linda L. ZHANG** is currently a Professor of Operations Management in Department of Operations Management at IESEG School of Management (LEM-CNRS 9221), Lille-Paris, France. She obtained her BEng and Ph.D. degrees in Industrial Engineering in 1998 and 2007, respectively. Her research interests include sustainable supply chain and operations management, product and production configuration, financial management, etc. On these areas, she has published many articles in international refereed journals, such as *Decision Support Systems*, *IIE Transactions*, *IEEE Transactions on Engineering Management*, *European Journal of Operations Research*, *International Journal of Production Economics*, *International Journal of Production Research*, etc. She serves as an associate editor for several peer-reviewed international journals, such as *Decision Analytics Journal*, *Supply Chain Analytics*, and *Journal of Engineering Design*. Professor Zhang has obtained many paper awards from different peer-reviewed journals and international conferences. She has been elected as a Fellow of the IEOM Society International.



**Professor Abdul Talib Bon, Ph.D.**  
**Professor of Technology Management**  
**Department of Production and Operations Management**  
**Faculty of Technology Management and Business**  
**Universiti Tun Hussein Onn Malaysia**

Dr. Abdul Talib Bon is Professor of Technology Management in Department of Production and Operations Management, Faculty of Technology Management and Business at the Universiti Tun Hussein Onn Malaysia. He has a PhD in Computer Science, which he obtained from the Universite de La Rochelle, France in the year 2008. His doctoral thesis was on topic Process Quality Improvement on Beltline Moulding Manufacturing. He studied Business Administration major in Quality Management at the master's level in the Universiti Kebangsaan Malaysia for which he was awarded the MBA in the year 1998. He's bachelor degree and diploma in Mechanical Engineering which his obtained from the Universiti Teknologi Malaysia. He received his postgraduate certificate in Mechatronics and Robotics from Carlisle, United Kingdom in 1997. He is Managing Director of UTHM Teaching Factory and Manager of Centre for Technology (Furniture Innovation Technology) from 1 September 2016 and Head of Program Bachelor of Technology Management (Furniture Design and Manufacturing) with Honours from 2014 until now. Before this he was the Deputy Dean (Research and Development) at the Faculty of Technology Management and Business in

the Universiti Tun Hussein Onn Malaysia from 2008 until December 2011. Dr. Abdul Talib Bon has had over 28 year experience of teaching in higher learning education. A major part of his teaching experience involves teaching mechanical engineering students in polytechnics. However, from the year 1999, he was given the opportunity to be jointed in the Institut Teknologi Tun Hussein Onn (ITTHO), Universiti Teknologi Malaysia as a lecturer in Mechanical Engineering Department. In this institute, he teaches engineering management and quality control at the under-graduate level. Dr. Abdul Talib Bon has multidisciplinary research interests that encompass industrial engineering, quality management and production and operation management. His completed ten research grant projects include applications of forecasting in industries. His current research project is looking into developing process quality improvement (PQI) in manufacturing industries. He has supervised more than 65 undergraduate and postgraduate research projects. He has served as a reviewer for a number of engineering management and computer science conferences and journals as part of his expertise sharing initiatives. He had published more than 150 International Proceedings and International Journals and 8 books. He is also President of Industrial Engineering and Operation Management Society (IEOMS, Malaysia), Council member of Management Science and Operation Research Society of Malaysia (MSORSM), member of International Association of Engineers (IAENG), member of Institute of Industrial Engineer (IIE), USA, member of International Institute of Forecasters (IIF), member of Technological Association of Malaysia (TAM) and associate member of Malaysian Institute of Management (AMIM).

## Humanitarian Logistics Panel

1:30 – 3:30 pm – Feb 19, 2025, Room 4

Panel Chair



**Dr. Robert de Souza**  
**The Executive Director**  
**The Logistics Institute – Asia Pacific (TLI – Asia Pacific)**  
**Senior Fellow, National University of Singapore**

Dr. Robert de Souza is the Executive Director of the The Logistics Institute – Asia Pacific (TLI – Asia Pacific). Robert is a Chartered Engineer and a distinguished writer, speaker, consultant and advisor in the area of supply chain management. Prior to this appointment, effective May 1st 2004, Dr Robert de Souza served as Deputy Executive Director (Industry) and IT Director at TLI – Asia Pacific. Previously, Dr de Souza was Executive Vice President (Asia Pacific) for V3 Systems. His extensive tenure in the industry also includes serving as the Corporate Senior Vice President and Global Chief Knowledge Officer at Viewlocity Inc. and co-founder, Vice Chairman and CEO of SC21 Pte. Ltd., a Singapore-based supply chain software firm. As an educator, Dr de Souza is an Adjunct Professor in the School of Industrial and Systems Engineering at Georgia Institute of Technology in Atlanta and also a Senior Fellow in the Department of Industrial and Systems Engineering at the National University of Singapore and has previously served as a professor and in several senior positions in the School of Mechanical and Production

Engineering at Nanyang Technological University in Singapore. Dr. de Souza is a member of the Editorial Boards of the International Journal of Computer Integrated Manufacturing and the International Journal of Logistics Research and Applications. Dr de Souza also serves on the Advisory Panel of The Chartered Institute of Logistics and Transport, Singapore (CILTS), as a Council Member of the Singapore eSupply Chain Management (eSCM) Council and on the Boards of Directors/Advisors of several IT- based corporations

## Innovation, Entrepreneurship and Start-up Panel

1:00 – 2:30 pm – Feb 20, 2025, Room 4

Panel Chair



**Professor Don Reimer**  
**Chief Operating Officer**  
**IEOM Society International**  
**Southfield, Michigan, USA**

Don Reimer is a Chief Operating Officer at IEOM Society International. He is an adjunct faculty at the A. Leon Linton Department of Mechanical Engineering in College of Engineering at Lawrence Tech in Southfield, Michigan. He coordinates the Certificate of Entrepreneurial Engineering Skills. Mr. Reimer holds a Bachelor of Science degree in Industrial Management from Lawrence Technological University and a Master of Arts degree in Political Science from University of Detroit/Mercy. He is a Certified Management Consultant with over 35 years of experience in working with closely-held businesses. He has taught courses in entrepreneurship, strategic management, corporate entrepreneurship and innovation for engineers. Mr. Reimer is a member of the Lawrence Tech Kern Campus Committee, Coordinator of the Lawrence Tech Innovation Encounter. He is faculty Advisor of the Collegiate

Entrepreneurs' Organization. Mr. Reimer serves as a Kern Fellow of The Kern Family Foundation, Co-Direct of the Coleman Fellows Program, member of the National Collegiate Entrepreneurs' Organization Faculty Advisory Council and is a member of the American Society of Engineering Education. He has operated his own consulting company – The Small Business Strategy Group for 23 years. He published numerous articles on small business, entrepreneurship and strategic thinking. He has received several awards and recognition by local, state and federal agencies for his work in entrepreneurship and minority business development. Mr. Reimer served as member of the Minority Economic Development Committee of New Detroit. Mr. Reimer is member of the Small Business Advisory Council of the Detroit Regional Chamber of Commerce. Mr. Reimer serves as a KEEN Fellow for The Kern Family Foundation and is a member of United States Association of Small Business and Entrepreneurship.