



The NBS Research & Insights newsletter is an effort to demonstrate NBS thought leadership, as well as reflect the awards achieved and the latest research, covering a wide range of sectors and disciplines by our faculty.

## FACULTY ANNOUNCEMENTS



### Best Short Paper Award, in Honor of Ting-Peng Liang

**Prof Boh Wai Fong**, Deputy Dean of NBS (**pictured**) and **Assoc Prof Kim Huat Goh** were presented with the Best Short Paper Award in honour of Ting-Peng Liang (TPL) for their paper titled - A Social Science Approach Using Big Data for City Planning at the International Conference on Information Systems in Copenhagen, Denmark, on 13 December 2022. The TPL PACIS Young Scholar Award was established in 2021 in memory of Professor Ting-Peng Liang who founded PACIS and PAJAIS and served as AIS President.



### Characterisation of rights in NFTs on marketplaces: Is copyright still relevant?

The Conference of Asian Pacific Copyright Association provides a forum to share and exchange ideas on legal rights. Panellist **Asst Prof Corrine Tan** discussed Characterisation of rights in NFTs on marketplaces: Is copyright still relevant? at the Conference on 14 November 2022 under the theme - Copyright in the Age of Disruption.

## RESEARCH HIGHLIGHTS



### The effects of emotion-understanding ability and tournament incentives on supervisors' propensity to acquire subordinate-type information to use in control

In [Accounting, Organizations and Society](#) Journal **Asst Prof Yin Huaxiang** (**pictured**) and Laura W. Wang investigate how emotion-understanding ability, a component of emotional intelligence, and tournament incentives jointly influence supervisors' propensity to acquire information about their subordinates' trustworthiness and tailor their control decisions to this information. The authors predict and find that when receiving piece-rate incentives, high emotion-understanding supervisors are more likely than low emotion-understanding supervisors to acquire subordinate-type information and use it in their control decisions.



### Social Enterprises and Benefit Corporations in China

In The International Handbook of Social Enterprise Law by [Springer Link](#), **Assoc Prof Zhao Meng** (**pictured**), Li Jian, and Xu Caiyun's chapter on Social Enterprises and Benefit Corporations in China focused on the context in which social enterprises emerge in China. The chapter gives an overview of the general situation of social enterprise certification in the country, including the B Corp certification of B Lab and the indigenous social enterprise certification system in China.

## IN THE MEDIA



### Better service, ruthless cost-cutting critical in Grab's profitability drive

[The Straits Times](#) – 30 January

In an op-ed, **Assoc Profs Kevin Koh** and **Tong Yen Hee** discuss Grab's recent strategy that seems to be really moving the needle on its share price and whether this heralds a brand-new phase in its evolution that might really make its goal of achieving profitability by 2024. "Despite the dismal past year, the outlook for one platform giant may be turning a corner. Since the start of the year, Nasdaq-listed Grab's share price has ticked upwards, growing by about 15 per cent year to date This is three times more than the increase in the Nasdaq composite index for the same period," they said.



### What universities are doing to level the playing field

[The Sunday Times](#) – 29 January

Some local universities now extend by up to a year, the tenure clocks of academics who have children. NTU is also working on building supportive communities where women can meet and see more senior role models in action. **Prof Christina Soh**, vice-president for strategy and leadership development and NBS Dean, said: "There are formal leadership development programmes where there are a good proportion of women academics among the participants, and senior women academic leaders among the facilitators and mentors." Prof Soh added that many have found this helpful, and it has built a sense of community. "Women with young families also need time, so we've extended tenure clocks for women who have had babies."



### Less-educated Singaporeans at risk of falling behind as jobs change: IPS study

[The Straits Times](#) – 17 January

Tough times lie ahead for Singapore's less-educated workers. They are less aware of technological disruptions, less open to workplace changes, and less adept at getting themselves trained. Compared with degree holders, workers with secondary education at most are also more anxious about changing jobs. In a nutshell, they are more likely to be displaced by automation and digitalisation relative to their more-schooled peers, said a study released by the Institute of Policy Studies (IPS). **Assoc Prof Trevor Yu** from NTU agreed, saying: "A significant portion of them are in jobs that are particularly susceptible to automation or significant disruption in the near future."



### Swearing can be a good thing in the age of artificial intelligence

[The Straits Times](#) – 15 January

**Abel Ang**, adjunct professor at NBS, shared his thoughts on ChatGPT, which is developed by Silicon Valley-based OpenAI. It is touted as better than Google in providing detailed answers to questions. "Instead of the frustration of googling a question and having to wade through multiple websites to get the specific answer you are looking for, ChatGPT culls the available knowledge bases and composes an individualised answer to each specific query," he wrote.



### The Big Read: Retail workers not allowed to sit? Customers can be the ones to change longstanding practice

[TODAY](#) – 7 January

To sit or not to sit when retail staff are on duty became a talking point recently and how due to the labour crunch, staff may have to cover longer hours with shorter breaks. **Asst Prof Eunsoo Kim**, said that amid the manpower constraints, retailers will need to understand which service components are more crucial than others and focus on these. While more companies are relying on technology, such as self-checkout systems, to alleviate the labour crunch, there will always be "a human touch" that technology cannot fully replace, she added.



### Some retailers in Singapore absorbing GST increase to help consumers tide through inflation period

[TODAY](#) – 5 January

Some retailers are absorbing the Goods and Service Tax (GST) increase from 7 per cent to 8 per cent for customers or giving them a token discount. They say they are doing so to help consumers cope with rising prices. **Prof Sharon Ng**, head of the division of marketing at NTU's NBS, said that in absorbing the GST increase, businesses show that they are not just concerned about their own profits but that they understand the difficulties their customers face and are willing to share the burden. This helps the companies to build a "stronger emotional connection" with customers, which may translate into stronger brand loyalty and stronger gains in the long run.

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