MRSM
MARKETING RESEARCH SOCIETY MALAYSIA

CONFERENCE

9:00AM
AUG 22 2019

CELEBRATING IMPACT

Companies have access to huge data sets
but is the data being analyzed effectively to ensure growth?

Data science, analytics and algorithms certainly help to make some sense of this mass of behavioural data. But we still need attitudinal data, the 'whys' and diagnostic insight to connect the dots between the varied data sets, contextualising and story telling to address business issues.

**HRDF
CLAIMABLE**

APIIT
ASIA PACIFIC INSTITUTE OF
INFORMATION TECHNOLOGY

Organised by APIIT

**VENUE: ASIA PACIFIC
UNIVERSITY**

JALAN TEKNOLOGI 5,
TAMAN TEKNOLOGI BUKIT JALIL 57000

Sponsored by:

Rakuten Insight

ESOMAR

potentiate
now you see it

PROGRAM

Timing	Title of Speech	Speaker
8:15	Registration	
9:00	Opening	Students Orchestra, John Smurthwaite, Prof. Ron Edwards
9:20	Big Data and the Market Research Industry	Sunny Nirala - CELCOM
9:50	AirAsia 3.0; The Next Leap Into Insights	Disha Bhatnagar - AIR ASIA
10:20	Marrying Great Content - With Data Science to Capture User Loyalty	Peter Kua - MEDIA PRIMA
10:50	Sponsors	RAKUTEN, ESOMAR/POTENTIATE
11:00	Break/Coffee	
11:30	Student Presentation	APU Students
11:50	The Challenge of Mining Profitable Data	Hema Nair - APU
12:20	Data Doesn't Tell You Why - Lessons from E-Commerce	Zed Li Zongyin - SHOPEE
12:50	Lunch	
13:50	The Secret Language of the Subconscious Mind	Nina Pascual - UNILEVER REGIONAL
14:20	Can Neuroscience Challenge Traditional Research?	Chan Siew Hoong - TAKASAGO
14:50	Consumer Trends	Kevin Van Noortwyk - DYNATA
15:20	Break/Coffee	
15:50	Political Polling in Malaysia, Challenges and Realities	Tan Seng Keat - MERDEKA CENTRE
16:20	Massive Data Sets Massive Decisions	Sutapa Bhattacharya - TNB
16:50	The Human Truth Behind Big Data; Greed, Deceit and Lust	Ho Sook May - HONG LEONG BANK
17:20	Wrap Up	Prof. Dr.Ir Vinesh Thiruchelvam