

## 2012 ENBIS Awards Recipients

The 2012 ENBIS Awards Recipients will be honoured at ENBIS-12 in Ljubljana, where each will address the audience in a plenary session.

2011-2013 ENBIS Awards Committee is chaired by the President-Elect Rainer Göb. The Committee is proud to present the list of the 2012 ENBIS Awards recipients:

- The Box Medal: **William H. Woodall**, Virginia Institute of Technology, USA.



- The Best Manager Award: **Michael R. Branson**, Novartis Pharma AG, Switzerland.
- The Young Statistician Award: **Maroussa Zagoraïou**, University of Bologna, Italy.

Each of them will address the audience at ENBIS-12 in a plenary session. Following are the abstracts of their talks.

### **Innovation, Quality Engineering, and Statistics by William H. Woodall**

Some general characteristics and principles of innovation and the innovation process will be described with some examples given from industry and from statistical science. General advice on how individuals and companies can become more innovative will be summarized. The relationship between quality engineering, including Six Sigma, and innovation will be briefly discussed. How statistical methods are used in the innovation process will be outlined. Ideas will be shared and solicited on how our profession can become more actively involved in innovation and more adequately recognized for its current contributions.

### **Challenges and Opportunity in the Application of Statistics in the Pharmaceutical Industry by Michael Branson**

With the significant cost-containment trends within the Pharmaceutical Industry coupled with the decreased approval rates for new therapeutics and growing attention to the need for stronger understanding of the safety profile (benefit-risk): the pharmaceutical landscape is without a doubt becoming more challenging. Within this presentation an overview of some of the every-day challenges in applying statistics is given and we will also touch upon some key areas for which there is developing and growing opportunity to address these challenges.

### **Multi-Objective Optimal Designs for the Linear Homoscedastic Model with Random Covariates by Maroussa Zagoraïou**

It goes without saying that the choice of a design depends on several aspects which should reflect the experimental aims. However, the adoption of a single-objective design may be inappropriate since it may be optimal for one task but inefficient for another. For instance, a design could take into account both inferential precision and cost constraints (e.g. in a clinical trial the ethical risk for the subjects participating in it) and these are conflicting demands.

In this presentation we suggest a multi-objective design strategy based on a compound optimization approach for comparing two or more homogeneous populations in the presence of random covariates. The ensuing compound optimal target depends on the covariates and their distribution on the population of interest, as well as on the unknown parameters of the adopted model. Therefore, suitable applications of covariate-adjusted response-adaptive procedures can be adopted in order to implement the derived compound target.

## ENBIS-12: Some Practical Information

ENBIS-12 will take place at the University of Ljubljana, Faculty of Economics (FELU).

Ljubljana is one of the smallest European capitals with a very good net of public transportation. Conference badges will serve as bus passes for the duration of the conference (including the pre- and post-conference events).

Conference registration fee includes the Monday reception and Tuesday conference dinner. Tickets for unregistered accompanying persons will be available for purchase at the conference registration desk.

Conference registration desk in FELU Reception Hall will be open from 8:00 onwards (and up until 20:00) already on Sunday, September 9th. When coming to the city of Ljubljana from the airport we advise you to stop at FELU to register and thus receive your bus pass.

Those of you who have not made a hotel reservation yet: please note that conference organizers pre-reserved a number of rooms for conference participants. The pre-reservation expired on June 30th but we managed to get an extension up until August 20th. Don't miss that deadline. Visit the conference website for more details.

We are looking forward to welcoming you to Ljubljana,

ENBIS-12 Organising Committee



Ljubljana City Centre

## Short Courses Offered in Ljubljana

Registration is still open for a number of interesting short courses.

### Understanding, Planning and Applying Netnography

This full day ENBIS-12 pre-conference course will be run by the father of the netnographic research **Robert Kozinets** (York University, Canada) on Sunday, Sept. 9<sup>th</sup>. It will have two parts,

The first will be structured as a seminar to provide a detailed and nuanced treatment of the topic of conducting netnographic work in the social sciences. Several readings, assigned in advance to participants, will be discussed and then the day's workshop assignment will be given.

The second part will be organized as an interactive session, and participants will present their research findings to the group. This will also be an opportunity to discuss technique and method. Discussion about quality of findings, quality of theory, and next steps will follow.

### To Explain or to Predict?

This half-day ENBIS-12 pre-conference course will be run by **Galit Shmueli** (Indian School of Business and University of Maryland, USA) and **Ron S. Kenett** (University of Turin, Italy) on the afternoon of Sunday, Sept. 9<sup>th</sup>.

It will focus on the question how to improve the impact of statistical work by providing participants with the tools and understanding of the difference between 'explaining' and 'predicting'.

Explaining involves establishing cause and effect relationships and unbiased modelling. Predicting requires minimizing prediction errors and provides tools for managing operational systems. This distinction has special relevance in domains such as pharmaceuticals, telecommunications, financial institutions, healthcare organisations and many others.

### Process Improvement in Healthcare

This half-day ENBIS-12 course will be run by **Ronald J.M.M. Does** (University of Amsterdam), **Gerard C. Niemeijer** (Martini Hospital, Groningen) and **Albert Trip** (University Medical Centre Groningen) on the afternoon of Wednesday, Sept. 12<sup>th</sup>. It is co-organized by the Slovenian Foundation for Business Excellence and Slovenian Quality Association.

The focus of this course will be on relevant quality management concepts and strategies to improve quality while minimizing costs in healthcare. In practice this should enhance participation and facilitate input from practitioners, which is essential for success of any project in the realm of healthcare.

### Teaching Statistics for Business Improvement

This full day ENBIS-12 post-conference course will be run by **Roland Caulcutt** (Caulcutt Associates, UK) on Thursday, Sept. 13<sup>th</sup>.

Few statisticians are directly involved in performance improvement of business processes. But statisticians can contribute greatly to the success of such projects by training practitioners in the effective use of statistical techniques. The course will identify which techniques are most useful and how they can best be taught in the limited time available. Lots of teaching material will be demonstrated and all will be freely available.

Registration for each short course is separate from the registration for the conference. To register visit the **Upcoming Events** section in the upper right-hand corner of ENBIS Welcome Page at [www.enbis.org](http://www.enbis.org), click on **More events** and register for those of interest to you.

## ENBIS-12 Full Paper Submission Deadline

Note that the **full paper submission deadline for ENBIS-12** is **August 20th, 2012**.

Papers received after this deadline will not be included in the Conference Proceedings but will still appear on the ENBIS Web.

No specific template for preparation of full papers is demanded but you might want to consult our loose author guidelines nevertheless:

[www.enbis.org/publications/writing/index?ts=1649046](http://www.enbis.org/publications/writing/index?ts=1649046)

Papers should be submitted in the pdf format using the following procedure:

- 1) Login to the ENBIS Web.
- 2) Choose *My Account* in the top-right corner.
- 3) Scroll down to the abstract(s) accepted for ENBIS-12.
- 4) Click on the "submit paper" button.

How to create a pdf document? Word has an export option (File -> Save As -> Other Formats etc.), Writer (the Open Office counterpart of Word) has a direct export function (File -> Export to PDF), while LaTeX users may use either directly pdflatex or may export their dvi or ps files to pdf format.

Participants who cannot handle this may contact the ENBIS Webmaster for help ([webmaster@enbis.org](mailto:webmaster@enbis.org)).



The Dragon of Ljubljana

## ENBIS-12 Invited Keynote Addresses

This year's keynotes will take us on an exciting journey from netnographic research to DFV.

### **Robert Kozinets, York University (Canada): Netnography in a Nutshell**

With social media expanding into a natural part of individuals' existence, online communities are having profound effects on human social life. In this presentation, Robert Kozinets orients the audience to the approach of netnography, a social media research method based upon the anthropological approach of ethnography. Key terms and principles are overviewed, and some examples of successful netnographic research are discussed.

### **Marko Grobelnik, Inštitut Jožef Stefan (Slovenia): On the Many Faces of Text Processing**

Why do people process textual data with computers? It all started many years ago, with the main goal in minds of researchers, to understand the text. In the meantime, the area of text processing developed in many different directions whereby the original goals were often forgotten. Funny enough, it seems, in several decades of computerized processing of textual data, the solution to the 'text understanding' problem didn't evolve much compared to some other, easier and often more profitable problems to deal with (such as information retrieval/search, machine translation or information extraction). We will touch various aspects of text processing along several dimensions: (a) how we represent the textual data, (b) what kind of algorithms and techniques we use, and (c) what kind of problems we solve on the top of text. Finally, it is interesting to observe various research communities dealing with textual data in different ways. Most of them are still rather fragmented and don't learn enough from each other - many of the ideas developed within one community don't cross borders of that community for too long.

### **John Pullinger, Librarian and Director General, Information Services at the House of Commons (UK); President-Elect of the Royal Statistical Society, taking office in January 2013: Taking Politics (and Statistics) to the People and the Businesses**

This talk is by an official who is and has been responsible for developing the UK Parliament's strategy for public engagement. It will be about online approaches to politics as well as about how

MPs use information, including statistics, and also about the Royal Statistical Society's *getstats* campaign to promote statistical literacy across the UK: in politics, in the media, in education, and, of course, in business.

### **Steve MacFeely, Central Statistics Office (Ireland): Lies, damn lies and business statistics! What can NSIs do to reveal the truth?**

Official business statistics, like all official statistics, are inadvertently or deliberately abused on a routine basis. While one can never determine with absolute certainty the reason, it appears that most abuses occur mistakenly, because users did not fully understand the data, the associated metadata or the underlying concepts. We argue that, in a time of abundant data, National Statistical Institutes (NSIs) must rethink their mission and in particular their communication and analysis strategies.

### **Grant Reinman, Statistics and Design For Variation, Pratt & Whitney (USA): The Design For Variation (DFV) Process at Pratt & Whitney**

Design For Variation, a Strategic Initiative at Pratt & Whitney, represents a large scale change in engineering design and analysis processes. Deterministic model predictions with design margins or factors of safety are replaced with probabilistic models that account for all significant sources of variability and uncertainty in the model predictions. These models account for variability in observable model inputs as well as uncertainty in model outputs as predictions of reality.

The new "DFV-enabled" processes enable engineers to actively manage variability, uncertainty, and risk directly via design, materials, and process changes. This presentation will describe the strategy and processes used in this ongoing transformation. It includes the elements of a probabilistic engineering modeling process and the steps required for its execution. The benefits in reliability improvement, cost reduction, improved time on wing, and leaner design processes will be discussed. The enablers of this transformation, ranging from methods and software to high intensity computing support to communication and education programs, will be presented.

## ENBIS News Publishing Info

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All ENBIS members are invited to send their contributions and news items by e-mail, preferably as an MS Word document, to the Editors.