

Goodbye 2012 ...

ENBIS-12 at the University of Ljubljana's Faculty of Economics (FELU) in Ljubljana (Slovenia) turned out to be a memorable event.

Were you there? Or did you miss it? In any case, enjoy the **ENBIS-12 Video** we posted online for you to relive the spirit of ENBIS: <http://www.youtube.com/watch?v=K0Zzsp0SCOA> (also accessible directly from the ENBIS Web under the *International Year of Statistics* header on the welcome page).

With our very best wishes for 2013,

ENBIS Permanent Office

.....

Tony Greenfield on the Keynote by Robert Kozinets

"Thank you Robert," said Madam Chairman when the keynote speaker finished. "Who will open the questions?" She saw my hand raised. "Tony?"

"Thank you for such an entertaining talk," I started and Robert Kozinets beamed. "And for raising my scepticism about modern philosophy which I thought was already at its peak." He looked puzzled and those in the audience who knew me turned their faces, wondering what would come next.

"Were you being serious or just making caking a career for yourself though obfuscation?"

Robert Kozinets had come from York University (Canada, not Yorkshire) to the ENBIS conference in Ljubljana to tell us about "the Cyborg Spring" which he sub-headed "the Social Media Revolution".

"Social media are here to stay," he told us. "They have a corrosive and constructive dynamic influence that is destabilizing the worlds of business, consumption, and even nationhood."

He is a professor of anthropology and marketing, and he had been billed as a

pioneer of social media. He gave us a new word, *netnography*, which he defined as "a social media research method based upon the anthropological approach of ethnography". He told us that, through social media, communities transform organisations, and organisations transform communities.

He may have a point but, to me and to some others as they told me later, it sounded like a mish-mash of pseudo-philosophical assertions with no measurable evidence. And I told him so.

"Most of us here are scientists," I said. "And we believe that, unless you can measure what you are talking about, you cannot understand what you are talking about."

He tried to answer but only managed to further confuse me.

We went for coffee. At least a dozen people told me that they fully agreed with my criticism. "You were very rude," some of them said, "but we should have liked to say the same but only you, as the oldest present, could get away with it." "Everyone appreciates your free-thinking comments," said one.

But Robert didn't mind. He took it on the chin. At dinner, the following evening, he said "I became your friend as soon as you spoke."

He may be confusing but I like him.



ENBIS Awards

These 2012 ENBIS Awards recipients were honoured at the ENBIS-12 conference in Ljubljana:

- 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 Zagoraiou**, University of Bologna, Italy.

The 2011-2013 ENBIS Awards Committee chaired by the President-Elect Rainer Göb invites you to nominate candidates for the 2013 ENBIS Awards. Please send an e-mail to goeb@mathematik.uni-wuerzburg.de no later than February 15th, 2013.

.....

ENBIS Elections

ENBIS-12 marked the end of the first half for the current set of the ENBIS Executives and three quarters for some of the Councillors whose mandate finishes in September 2013.

Consequently, 2013 will be an election year. We need nominations for the following positions: ENBIS President, ENBIS Vice Presidents and ENBIS Council Members. Suggestions for a new ENBIS Treasurer to replace Anne De Frenne are also appreciated.

The Nominations Committee is traditionally chaired by the immediate Past President, the position currently held by Irena Ograjenšek (irena.ograjensek@ef.uni-lj.si). She expects to receive your nominations no later than February 15th, 2013.

... Welcome 2013 !

First Announcement: ENBIS-13 will take place in Ankara (Turkey).

Mark your calendars and reserve September 16-18, 2013 for the main conference. The pre-conference courses and administrative meetings will take place on September 15th. September 19th is reserved for the post-conference courses.

ENBIS-13 will feature a number of distinguished keynote speakers, invited and contributed sessions, workshops and panel discussions, as well as short pre- and post-conference courses.

Contributions can consist of reviews (presenting state of the art advances in scientific research), overviews and introductions (presenting an area of expertise to the uninitiated), and best practice examples (sharing experiences of practitioners).

Session topics include but are not limited to the following areas:

- Design of physical & computer experiments.
- Measurement uncertainty.
- Process modeling and control.
- Reliability and safety.
- Operational risk management.
- Data mining and warehousing.
- Statistical computing.
- Statistics in the pharmaceutical industry.
- Quality improvement and six sigma.
- Statistical engineering.

- Time series modeling and forecasting.
- Process improvement in healthcare.
- Operations research and management.
- Analysis of massive data sets.
- Risk analysis and assessment.
- Business analytics.
- Teaching business and industrial statistics.

The preliminary list of pre- and post-conference courses includes:

- Statistical Methods for Product Reliability Improvement.
- Introduction to Generalized Linear Mixed Models.
- Statistical Discovery in Manufacturing.
- Common Mistakes in Six Sigma Projects and How to Avoid Them.

For information on the 13th Annual Conference of ENBIS (ENBIS-13) contact **Sonja Kuhnt**, TU Dortmund University, Chair of the ENBIS-13 Programme Committee (kuhnt@statistik.tu-dortmund.de) or **Murat Caner Testik**, Hacettepe University, Chair of the ENBIS-13 Organizing Committee (mtestik@hacettepe.edu.tr).

The First Call for Papers with information on all vital deadlines will be issued in January 2013. See you in Ankara!

Challenges @ ENBIS-13

Among other special sessions, ENBIS-13 will also feature the **ENBIS Challenge by JMP** session and the **Greenfield Challenge** session.

For details on how to participate in the Challenges visit www.enbis.org.

Upcoming Events

The second ENBIS-endorsed **Conference on Applied Statistics in Africa** will take place from 5th to 8th March, 2013, in Cotonou (Benin). Visit the conference website <http://sada2013.sciencesconf.org/> for more information.

The forthcoming 15th **Applied Stochastic Models and Data Analysis International Conference (ASMDA 2013)** will take place in Mataró (Barcelona) Spain, 25-28 June 2013.

This is the 15th Conference of the ASMDA International Society celebrating the 32 years from the first event in Brussels in 1981.

For more information and Abstract/Paper submission and Special Session Proposals please visit the conference website at <http://www.asmda.es> and submit your contributions to secretariat@asmda.es.

The European Regional Committee of the Bernoulli Society for Mathematical Statistics and Probability, the community of Hungarian statisticians and probabilists and the organisers cordially invite their colleagues to participate in the **29th European Meeting of Statisticians**, to be held in Budapest, Hungary, from 20 to 25 July 2013.

Information on the Meeting is available at <http://ems2013.eu>. The conference will feature a special ENBIS Session.

ENBIS-12 Special Issue of QREI: Call for Papers

Guest Editors **Peter Goos** and **Bart De Ketelaere** are looking forward to receiving your contributions.

Quality and Reliability Engineering International (QREI) invites members of the European Network for Business and Industrial Statistics (ENBIS) to submit papers for the ENBIS-12 special issue.

The special issue will feature papers presented at the 12th Annual ENBIS conference but it is also open to ENBIS members for other contributions on the development and practical aspects of quality, reliability, engineering, and management. Submissions will be refereed and the editors reserve the right regarding final acceptance (or not) decision of papers.

Authors should follow the instructions as available at the journal's homepage (<http://wileyonlinelibrary.com/journal/qre>) under "**For Contributors**" and should submit their article via the link for online submission provided on the webpage <http://mc.manuscriptcentral.com/qre>.

Authors will need to create a new Account if not yet registered as an author. They are requested to select the correct Article Type listed in the online selection at the opening screen for submitting new articles. It is essential that the submitted papers are clearly

marked "**Special Issue Article**" at submission or they may not be included in the special issue.

Expected Timeline:

- Manuscript submission deadline: January 15th, 2013.
- Refereeing will begin immediately after a paper is submitted and all attempts will be made to complete the reviews before March 1st, 2013.
- Revisions and re-submission deadline: April 15th, 2013.
- Final paper acceptance (or not) decision: May 15th, 2013.
- Estimated publication date: July 2013.

Guest Editors Contact Information:

Peter Goos

Universiteit Antwerpen, Belgium
Erasmus School of Economics, Erasmus
Universiteit Rotterdam, The Netherlands
E-mail: peter.goos@ua.ac.be

Bart De Ketelaere

Katholieke Universiteit Leuven, Belgium
E-mail: bart.deketelaere@biw.kuleuven.be

ENBIS News Publishing Info

ENBIS News (ISSN 1871-8132) is published for the members of the European Network for Business and Industrial Statistics (ENBIS) and is available to them free of charge. Mailing address of the ENBIS Permanent Office: European Network for Business and Industrial Statistics (ENBIS), c/o Alessandro Di Bucchianico, Eindhoven University of Technology, Department of Mathematics and Computer Science, P.O. Box 513, 5600 MB Eindhoven, The Netherlands. E-Mail: office@enbis.org. Website: www.enbis.org.

Editors: Shirley Coleman (shirley.coleman@newcastle.ac.uk) and Irena Ograjenšek (irena.ograjensek@ef.uni-lj.si).

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