



School of Business
The University of Hong Kong
Pokfulam Road • Hong Kong
Telephone : (852) 2859 1000 • Fax : (852) 2858 5614
Email : schofbus@hku.hk

香港大學商學院
香港薄扶林道

Research Seminar Series in Information Systems

Spring 2006

Speaker: Professor Waiman Cheung
Department of Decision Sciences and Managerial Economics
Faculty of Business Administration
The Chinese University of Hong Kong

Topics: Third-party E-service for a Fourth-party Logistics Platform

Date: Thursday, 9 March 2006

Time: 10:30 a.m. - 12:30 p.m.

Venue: Room 602, Meng Wah Complex, HKU

All Are Welcome !!!

Abstract

A typical logistics service/job involves many agents, for instance, forwarders, truckers, warehouse operators, carriers, etc. In the process, a lot of information will be shared and exchanged among the agents, the buyer and the seller. With the advancement of information technologies, an emerging trend is to have the business dealing, information sharing and even payment arrangement among the logistics agents, buyers and sellers done through e-services on the Internet. In this study, we propose a 4th party logistics (4PL) platform, which is an Internet environment to enable and facilitate 3PL providers collaboratively provide services to the buyers and the sellers.

To better serve its 3PL clients, the platform should be "independent", meaning it will not provide logistics services competing with its clients. The 4PL platform will facilitate its clients through e-services. However, existing e-services technology only allows e-services to be provided to clients individually. The idea of providing e-service to collaborating clients is new. We called it the 3rd party e-Service. In the study, we will conceptualize and define the 3rd party e-Service. To realize the 3rd party e-Service, we will also propose a 3rd party service-oriented architecture and developed a set of new elements to the existing e-Service description technology.

Short Bio of the Speaker

Dr. Waiman Cheung, Director of Li & Fung Institute of Supply Chain Management and Logistics as well as Director of Center of Cyber Logistics, holds an MBA and a PhD in Decision Sciences and Engineering Systems from Rensselaer Polytechnic Institute. He is currently a Professor and Associate Dean of the Faculty of Business Administration, The Chinese University of Hong Kong, where he teaches both graduate and undergraduate MIS courses. Prior to that, he had worked as a Technical Staff for Oracle Systems in the US. Dr. Cheung has done studies and consulting works for DHL, Airport Authority Hong Kong, Dragonair, Sun Hung Kai Properties Ltd., SML Group Ltd. and the Innovation and Technology Commission. Dr. Cheung has contributed articles to *ACM Transactions on Information Systems*, *Decision Sciences*, *IEEE Transactions on Systems, Man and Cybernetics*, *Decision Support Systems*, *Information & Management*, *Journal of Intelligent Manufacturing*, etc.

Schedule of the Research Seminar Series in Information Systems

Meeting	Date	Speaker and Tentative Topic(s)
1.	9 Feb (Thursday)	Professor Guy Gable, Queensland University of Technology, Australia “Measuring Enterprise Systems Success: The ES-Success Model” and “AIS-in-PAR - The State of the IS Academic Discipline in Pacific Asia”
2.	16 Feb (Thursday)	Professor Doug Vogel, CityU “Knowledge Management” and “Surviving and Thriving as an IS Professional”
3.	24 Feb (Friday)	Dr. Xinping Shi, HKBU “Research on IT/IS Adoption in Organizations: Past Work and Future Direction”
4.	2 March (Thursday)	Dr. Benjamin Yen, HKU “The Design and Evaluation of Accessibility for Web Navigation”
5.	9 March (Thursday)	Professor Waiman Cheung, CUHK “Third-party E-service for a Fourth-party Logistics Platform”
6.	23 March (Thursday)	Professor Paul Forster, HKUST TBC
7.	30 March (Thursday)	Professor T.P. Liang, CUHK and National Sun Yat-sen University, Taiwan “Research Issues in Customer-centric Information Systems”
8.	6 April (Thursday)	Dr. Eric Ngai, PolyU TBC
9.	13 April (Thursday)	Dr. Ron Kwok, CityU “Improving Knowledge Creation in Virtual Team: A Laboratory Study on Leadership Style and Group Reward”
10.	20 April (Thursday)	Professor Kar Yan Tam, HKUST “Web Personalization and Consumer Decision Making”

***All seminars will be held at Room 602, Meng Wah Complex, HKU
starting either 9:30 am or 10 am.***