



ICICKM 2011



THE INSTITUTE FOR
KNOWLEDGE AND INNOVATION
SOUTH-EAST ASIA
BANGKOK UNIVERSITY

**BANGKOK
UNIVERSITY**

8th International Conference on Intellectual Capital, Knowledge Management and Organisational Learning

**The Institute for Knowledge and Innovation Southeast Asia
(IKI-SEA) of Bangkok University, Bangkok, Thailand
27-28 October 2011**

Conference Chair: **Dr. Mathana Santiwat**, President, Bangkok University, Bangkok, Thailand

Programme Co-Chairs: **Dr. Vincent Ribi re** and **Dr. Lugkana Worasinchai**, The Institute for Knowledge and Innovation Southeast Asia (IKI-SEA) of Bangkok University, Bangkok, Thailand

Keynote Address

Collective Intelligence for Research and Strategy: With Highlights from the TechCast Project

Keynote Speaker: **William E. Halal**, Professor Emeritus of Management, Technology, and Innovation at The George Washington University, Washington, DC, USA

Collective intelligence is being used to better understand accelerating technological advances, disturbing environmental trends, changing customer attitudes, and other crucial issues involving great uncertainty.

Prof. Halal presents highlights of the George Washington University TechCast Project to illustrate a particularly successful example of the wide variety of “online learning systems” emerging to conduct research and form strategy. Implications for using such systems more effectively are outlined.