

**Dept of Industrial & Systems Engineering, NUS, Singapore  
&  
IEEE Engineering Management Society, Singapore Chapter**

**JOINT SEMINAR**

**on**

***Knowledge Mapping: a useful tool or just another  
management fashion?***

**Speaker:** Adrian Demaid, The Open University, UK

**Date:** 19 July 2004 (Monday)

**Time:** 3:00 p.m. to 4:30 p.m.

**Venue:** EA-06-02, Faculty of Engineering, NUS

**Abstract:** Maps are familiar means of abstracting and representing information so can they be useful for abstracting and representing knowledge? A Google search on “Knowledge Mapping” returns nearly 10.000 hits, so clearly some people think that they can be used for this purpose.

In this talk I present a classification of different types of knowledge representation ranging from those used in expert systems to rich pictures or “complex messes” that are intended to portray how complex and difficult is a particular problem or issue. These types of representations call on different knowledge typologies from the discipline of knowledge management.

Two research projects will be used to focus on knowledge mapping in practice. The first project is the creation of a new telecoms product and service. The second is knowledge mapping in the sustainable urban environment. Both projects are complex management issues that involve a number of companies and legislative interests.

**Biography:** Adrian Demaid is a Senior Lecturer in Design & Innovation at The Open University. For ten years he directed the Open University Knowledge Based Systems research group and was a strategic advisor to the Engineering and Physical Science Research Council. He currently works on knowledge management research projects with the Open University Business School.

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