

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

*JOINT SEMINAR*

*on*

**The Automatic Identification Technology System**

- Five Case Studies Exploring the Dynamics of Innovation in the High-tech Industry

**Speaker:** Dr Katina Michael, University of Wollongong, Australia

**Date:** 13 April, 2005 (Wednesday)

**Time:** 15:00 p.m. to 16:00 p.m.

**Venue:** EA-06-04, Faculty of Engineering, NUS

**Abstract:** In this talk, we present a study that uses the systems of innovation (SI) conceptual framework to investigate the automatic identification (auto-ID) industry. The evolution of auto-ID is characterized by a new cluster of innovations, primarily emerging through the recombination of existing knowledge. This study explores the dynamics of auto-ID innovation, including the organizational, institutional, economic, regulatory, social and technical dimensions. The findings suggest, that the popular idea that several technologies are superseded by one dominant technology in a given selection environment does not hold true in the auto-ID industry. Each device studied has a significant role to fulfill in the marketplace, sharing in the same technological trajectory.

**Biography:** Katina Michael has held positions as a systems analyst with United Technologies and Andersen Consulting. Most of her work experience was acquired as a senior network and business planner at Nortel Networks. She has consulted to telecommunication carriers and service providers throughout Asia, including Telstra, Optus, PowerTel, PowerCor, TCNZ, CLEAR, KGT, CHT, Bharti, PLDT, Reliance, BayanTel, ONSE Telecom, China Telecom, SingTel, HKTel and CSL. Currently Dr Katina Michael is a lecturer in Information Technology and she has been teaching and researching at the University of Wollongong since 2002. Her most recent publications have been in the area of Automatic Identification, Location-Based Services, RFID Transponders and Homeland Defence.

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