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Serving Engineering Managers Worldwide



ASEM eNews

March 2016

From the Desk of the ASEM President, Dr. Geert Letens, PEM

Le nouveau est arrivé! Many among you may recognize this French expression as the official annual kickoff of the race that eagers wine lovers around the world to take part in the traditional tasting of the year's Beaujolais Nouveau. In the context of our society however, I would like to use this well recognized marketing slogan to encourage you to get a taste of the new editions of two core products of our society: the first annual book version of the 'Engineering Management Journal' (EMJ) and the fourth edition of our 'Guide to the Engineering Management Body of Knowledge' (EM BoK).



[CLICK HERE](#) to continue reading Geert's commentary.

Please send your thoughts and comments directly to Geert at: geertletens@yahoo.com.

Webinar on *Managing Business Performance: The Science and Art*

13 April 2016; 10:00am- 11:00am US CDT

If you have ever wondered why some companies perform better than others irrespective of economic conditions this webinar is designed to provide tester of the key message contained with the Umit Bititci's recently published book *Managing Business Performance: The Science and the Art*. The key takeaways from the webinar will be:

- Focusing performance measures and performance management practices on the value streams and the flow of work through these value streams.

- Developing performance measurement systems and management processes that people value and want to use.
- Managing organisational capabilities for long term sustainable performance.
- Achieving a balance between the science of performance measurement and the art of engaging people in a conversation about the performance of the organisation.



During the workshop there will be ample opportunity to engage with Umit through questions and answers and explore some of the key messages.

Read about webinar presenter, Umit Bititci' [Here](#).

Please register for *Managing Business Performance: The Science and Art* Webinar at: <https://attendee.gotowebinar.com/register/966100558662953473>

ORCID – What is it? Why is it important? How do I get one?

An Open Researcher and Contributor ID (ORCID) is a unique code for authors. With such a global scientific community, personal names may not be unique and change (e.g., marriage). In addition, culture differences and inconsistent first-name abbreviations can make it hard to recognize and distinguish contributions. ORCID is an open and independent registry to help authors identify their publications. Most journals (including EMJ) have a location to enter an ORCID identifier during paper submission.

You can register for your ORCID identifier at:

<http://orcid.org/>

ASEM Brazil Section Kick-Off Meeting!

On February 24th, 7:30pm, at the Pontifical Catholic University of Parana (PUCPR), 15 people joined a meeting to kickoff the Brazil Section of the American Society for Engineering Management (ASEM). In this event, ASEM President Geert Letens, participating over the Internet, briefly spoke about the society, its mission, values and goals and presented the benefits of becoming a member of ASEM and its worldwide network of engineering managers. After this address, the President of the Brazil Section, Fernando Deschamps, also spoke about the future plans of the section and its organization. The aims of the Section in its first year are to spread the word on engineering management and ASEM in Brazil, showing the value of the Engineering Management Body of Knowledge (EMBoK) and the Professional Engineering Manager (PEM) certification, thus creating momentum for growth and the engagement of more people!



Introducing Dr. Tugrul Daim, ASEM's Northwest Regional Director

Tugrul is a full Professor and the director of the Technology Management Doctoral Program at Portland State University. He returned to academia about ten years ago, after more than a decade long industry experience. He was with Intel Corporation, and led the development and launch of a server microprocessor as an engineering program manager. This experience helped him see the needs of the engineering managers first hand and develop new courses addressing them. These courses included: New Product Development, Technology Transfer, Technology Forecasting, Technology Assessment and Acquisition and R&D Management. Since joining academia full time, Tugrul has been heavily involved with the energy and power sector, mainly with Bonneville Power Administration a part of US Department of Energy. He assisted in the development of technology roadmaps which were used to provide a direction for R&D.



As the director of the technology management doctoral program, Tugrul gets to work with about 50 bright individuals. Admission to the Portland State University's PhD program is sought after heavily and approximately half of the students have funding from their companies or their governments. The rest are supported by teaching and research assistant-ships. One of the most loved activities in this program are the quarterly PhD forums where all the PhD students and faculty gather to share ongoing research, as well as program experience with each other.

Tugrul has been part of ASEM for over 15 years. His involvement began with the Engineering Management Journal (EMJ), where he has published and reviewed papers for several years. He served as a guest and an associate editor for EMJ, and developed two special issues with papers based on PICMET a conference organized out of Portland. Papers from each special issue have received the best paper awards at the ASEM conference the following year.

Tugrul attends several conferences every year and finds that ASEM is a very good networking forum which builds network with military and government representatives as well.

In his free time, Tugrul enjoys soccer with his son. After coaching in rec leagues for years, they now enjoy attending soccer games in Portland, cheering on their favorite team, the Portland Timbers who won the MLS cup last year, creating great celebration!

Information regarding the Engineering Management Journal (EMJ)

The Engineering Management Journal transition to Taylor and Francis Online (TFO) was completed in 2015. As a reminder, ASEM members can read the current articles, as well as all archive issues of EMJ. ASEM members can also create alerts to be notified when a new issue of EMJ is published on TFO. To create an alert, please use the following steps:

Step 1 ASEM Member Log-in: Log into the members-only portal from the left-hand side of the ASEM homepage at www.asem.org.

Step 2 Accessing EMJ on TFO: After successfully logging into ASEM, within the “Engineering Management Journal” tab, click on the link at the end of the first paragraph. This will take you to the EMJ page on the TFO site.

Step 3 Creating Alerts: If you would like to be notified whenever a new EMJ issue is published on TFO, you should create an alert. On the EMJ TFO site, click “Alert Me” on the main page to request an alert. (Please note that you will also need to create an account on TFO in order for this preference to be saved). In the future, when you receive an alert from TFO telling you that a new issue is available, you will need to login to the ASEM portal and access the issue this way (as explained in Steps 1 and 2 above) in order to access the full text of the journal.

Job opportunities

[Click here](#) to potentially find your next career adventure, or to find out how you can advertise your employment opportunities to the EM community.

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